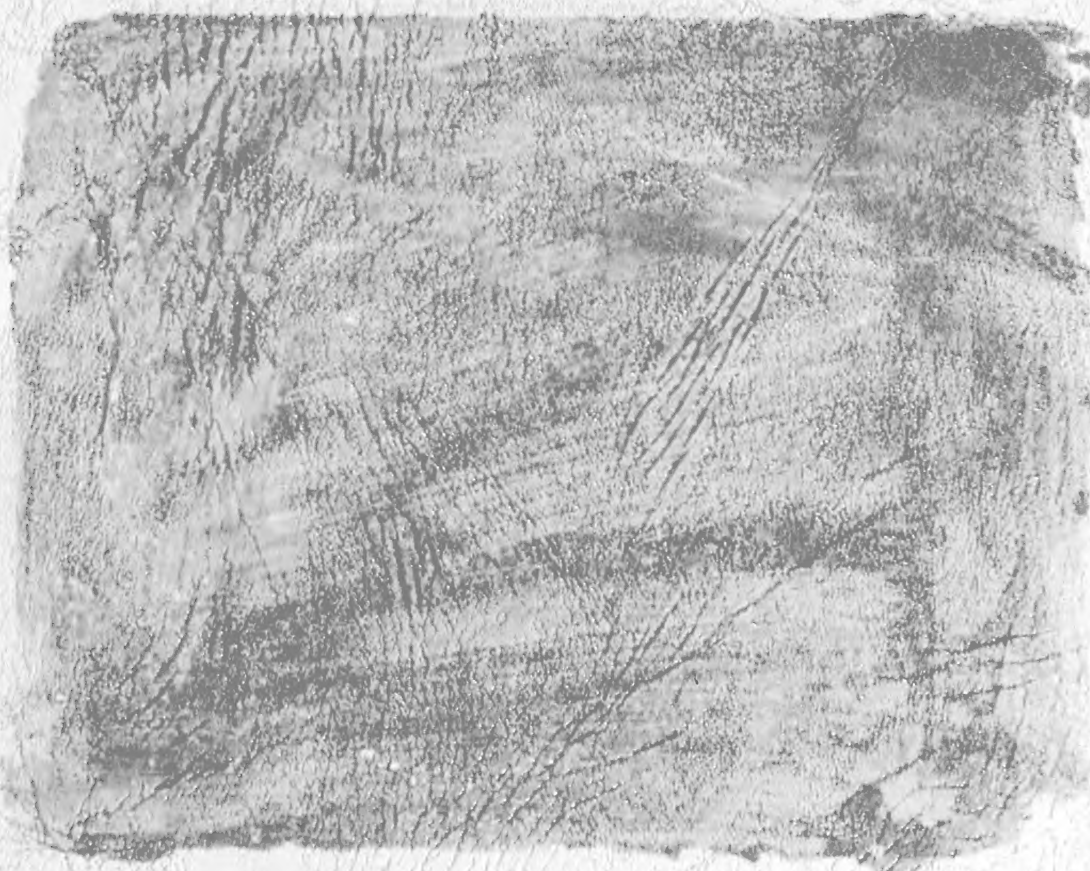


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# FLORIDA NURSERY GARDEN NEWS



## FLORIDA NURSERY & LANDSCAPE Co.

N. 14th STREET  
LEESBURG, FLA.

S. ORANGE AVE.  
OCALA, FLA.



*"The Home of Millions of Plants"*





# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. 1

FEBRUARY 1954

NO. 4

## GROW YOUR OWN VITAMINS!

### CITRUS FRUITS A "MUST" FOR YOUR FAMILY

No property in Florida, no matter how small or how large, is complete without some CITRUS TREES to provide fruit for family use. Through careful selection of varieties, a fruit supply for the entire year may be had. Citrus fruit provides the necessary vitamins, so is a "must" in your family's diet—and it's better and cheaper when you pick it from your own trees!

Even the small property owner can satisfy his desire to have fresh fruit for his family without sacrificing the attractiveness of his home grounds. Ornamental as well as useful, citrus trees may be used as specimen or in the shrubbery borders. Since they are evergreen, the foliage is attractive all during the year, and they are particularly lovely when they are in bloom and in fruit.

A few years ago, it was necessary to cut back citrus trees to a stub and move them bare root. Then the home owner had to wait for three or four years to have any fruit at all. Now most citrus trees are grown in containers, and you can purchase your tree in full leaf, with bloom or with fruit, and transplant them to your grounds with no loss of foliage or of time.

Any well drained garden soil in our area will grow citrus fruit; however, it must be certain that the drainage is good. With a regular program of fertilization, and a clean-up spray applied once or twice each year, you'll find you can grow "Quality Fruit" in your own yard—and have a lot of fun doing it!

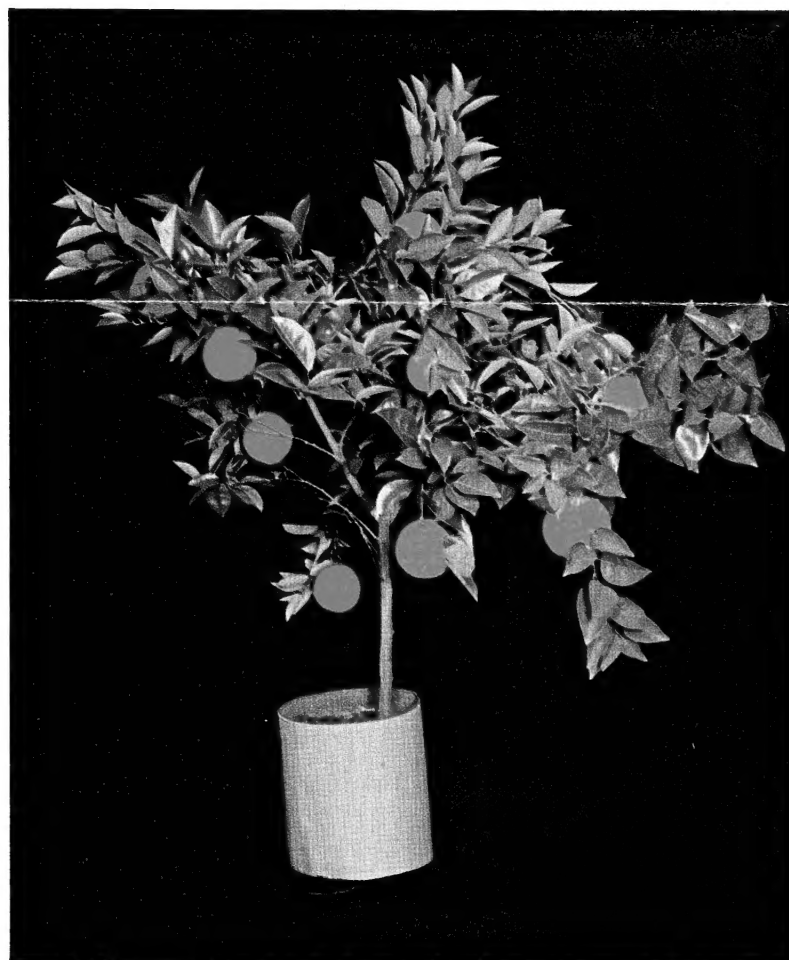
### SPECIMEN CITRUS TREES

Container grown trees, with well shaped tops, bearing size, some with blooms and fruit.

ORANGES	GRAPEFRUIT
LEMONS	LIMES
KUMQUATS	CALAMONDINS
TANGELO	TANGERINES

Nice choice of varieties—  
Wide range of prices!

\$4.00 to \$15.00 each



### FEBRUARY CITRUS SPECIALS!

#### SPECIAL OFFER NO. 1

FIVE CITRUS TREES, bearing size, container grown.  
Your choice of varieties. Value, \$25.00.

**FEB. SPECIAL, only \$21.45**

#### SPECIAL OFFER NO. 2

THREE CITRUS TREES, bearing size, container grown. Your choice of varieties. Value \$15.00.

**FEB. SPECIAL, only \$12.45**

(This Offer Ends February 27th)

## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURGS. Orange Ave.  
Ph. Ma-28345  
OCALA

FLORIDA

"The Home of Millions of Plants"

## GOOD LANDSCAPING IS IMPORTANT!

### DO YOU KNOW—

THAT the value of your home is increased fifteen to twenty-five percent by good landscaping?

THAT eight out of ten homes are not landscaped, but are a conglomeration of plants set in at random?

THAT with a properly designed garden you have a minimum of maintenance?

THAT good landscaping is like good music—it soothes and inspires?

THAT you may have a professional landscape plan drawn for your home by one of our Graduate Landscape Architects?

THAT you may secure up to \$2500.00 for landscaping your home thru the F.H.A. Home Improvement Loans, with no mortgage necessary?

THAT a \$200.00 landscape planting costs you as little as \$6.39 per month?

THAT we have seven experienced Graduate Landscape Architects, modern equipment, and more than two hundred acres of nursery stock with which to serve you?

THAT we will be happy to give you an estimate on any work you need in our line?

WRITE TO US AT BOX 97 OR CALL  
US AT 158, LEESBURG, FOR AN  
APPOINTMENT . . . . .

IN OCALA, WRITE BOX 390 OR  
CALL MA-28345

★ ★ ★

DON'T FORGET THAT WE HAVE A SERVICE DEPARTMENT, WITH EXPERIENCED SKILLED PERSONNEL TO TAKE CARE OF YOUR SPRAYING, PRUNING, FERTILIZING, AND SOIL PROBLEMS. A TELEPHONE CALL OR A CARD TO OUR OFFICE WILL BRING SOMEONE TO CHECK AND DIAGNOSE YOUR TROUBLE AND MAKE RECOMMENDATIONS, AND THEN GIVE YOU AN ESTIMATE ON THE COST. THERE IS NO OBLIGATION . . . IT'S OUR BUSINESS!

## Questions You've Asked About FLORIDA GARDENING!

Q. One of my friends tells me I should bank my Hibiscus to prevent their being killed during the winter. Is this necessary?

A. Banking is recommended for grafted Hibiscus because if the plant is killed back below the graft, you lose the choice variety and only the root stock comes back. If you will bank to a point above the graft union, in event of severe cold, the plant will be protected above the graft and the original variety protected.

Q. I have seen some Begonias used effectively as bedding plants, and wonder if any Begonia may be used in that manner or if some special variety is necessary.

A. The Begonia commonly used for bedding is the Begonia semper-virens in variety. This is a fibrous rooted begonia, which grows easily and blooms for many months in profusion. Some of the varieties used successfully in Central Florida include Adeline, a dwarf bright pink flowering variety with green foliage; Snowbank, a dwarf white with green foliage; Luminosa, a medium height with green foliage and orange red blooms; Indian Maid, with bronze foliage and scarlet flowers which grows to a medium height; Carmen, with bronze foliage and rose pink flowers; Prima Donna, medium height, with deep rose pink flowers and green foliage; Christmas Cheer, a tall grower with green foliage and deep crimson flowers.

Q. We have a nice pool and planted several clumps of lilies in tubs about five years ago. These bloomed beautifully for a few years, but for the past two years, while we have had nice foliage, we have had no blossoms. Should we discard these and plant new bulbs? Do lilies "bloom out"?

A. Water lilies do not "bloom out", but they do multiply so rapidly that they crowd themselves out and exhaust the soil in the box in which they are planted. We would advise removing the boxes from the pool and divide the bulbs, cutting off all divisions and offsets. Put new soil in the boxes, and plant one or two bulbs to a two foot box, using only the strong crowns. You will find that they will bloom as well as ever after this treatment, which is necessary every two to three years. This also insures larger flowers.

If you have questions, please mail them to us at Box 97, Leesburg, and we'll be happy to give you all the information possible.

If you do not get the Bulletin regularly and would like to have it, or if you would like a binder in which to keep your Bulletins, please let us know.





*Mr. Homeowner -  
Save That Tree Now!*

**TREES ARE VALUABLE:**

They add to the beauty of your home  
They add to the comfort of your home  
It takes a long time to grow a mature tree  
It is expensive to replace a tree

**TREES ARE A NECESSITY TO ANY HOME:**

They provide shade for your comfort  
They help control the temperature when planted in proper location  
Some provide fruit for the family use  
Some provide beautiful flowers in season

***SO---TAKE CARE OF YOUR TREES!***

**TREES NEED DEMOSSING:**

Heavy moss causes branch breakage  
Heavy moss, when wet, causes trees to be uprooted in heavy wind storms and hurricanes  
Heavy moss smothers foliage and flowers and fruit

**TREES NEED TRIMMING:**

Trees should be shaped by careful pruning  
Trees should be thinned to strengthen the branches  
Trees should be thinned to let sunlight filter thru heavy branches to the trunk and roots

**TREES NEED REPAIR WORK:**

Cavities should be cleaned and filled to stop decay  
Split branches should be cabled to strengthen them  
Damaged areas should be painted to prevent decay

**TREES NEED FERTILIZING:**

Trees need food—a special formula to meet their needs  
Food should be applied in sufficient quantity to meet the requirements of that tree.

*Our experienced tree Experts are available---get  
a free estimate on your tree work now!*

**YOUR TREES ARE WORTH \$ \$ \$ \$**

**FLORIDA NURSERY & LANDSCAPE COMPANY**

**Phone 158**

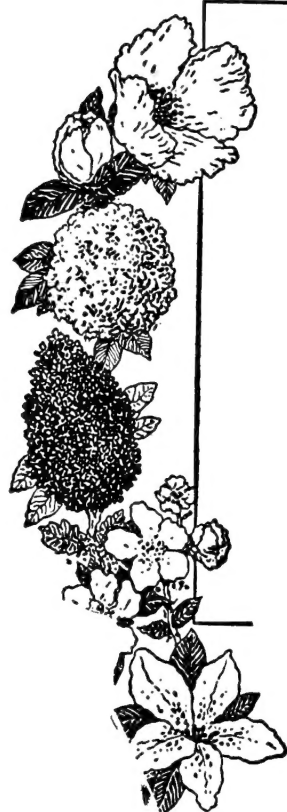
**LEESBURG, FLORIDA**

**P. O. Box 97**



# SPRINGTIME MAGIC AT BARGAIN PRICES!

## Flowering TREES and SHRUBS



Your garden can be as colorful as you want it to be—for there are hundreds of flowering trees, shrubs and perennials which may be used to add color to your planting all during the year.

In the springtime, the colors run riot! There are the masses of Azaleas, the sweeping trees with hundreds of blossoms, and vines with brilliant color incomparable!

These beauties are priced to fit your pocket book—and during the dormant season, some are available at half price! Now's the time to insure a colorful garden this year and for years to come!

### SHRUBS

**AZALEAS.** Many colors, shades and varieties. Produce thousands of blossoms each winter and spring. Easy to grow and so beautiful!

Priced from 25c and up

**CAMELLIA JAPONICA.** The Aristocrat flower of the South. Beautiful blossoms in wide range of blossom types and colors. Attractive evergreen foliage.

\$2.00 and up

**CAMELLIA SASANQUA.** Single and semi-double flowers in shades of red, pink and white. Produces many lovely flowers during late fall and winter months.

\$1.50 and up

**DAEDALACANTHUS NERVOSUS.** Blue Sage. Coarsely foliaged plants with terminal spikes of royal blue flowers. Gorgeous combined in plantings with pink Azaleas.

75c, \$1.50 and \$3.50

**HYDRANGEA HORTENSIS.** Deciduous shrubs with very ornamental dark green foliage. Giant trusses of flowers in spring, ranging from pure white, through pink, lavender and blue shades. Prefers some shade. \$1.50 and \$3.50.

**SPIREA REEVESIANA.** Double flowering white flowers produced in masses all up and down the willowy branches. Deciduous, with the flowers borne before the foliage appears in the spring.

18-24"	BR .75	B&B 1.50
2-3'	BR 1.00	B&B 2.00
3-4'	BR 1.50	B&B 3.00

### TREES

**BAUHINIA ALBA.** White Orchid Tree. Deciduous small tree producing masses of lovely white orchid-shaped flowers in early spring. Attractive bi-lobed foliage.

**BAUHINIA VARIEGATA.** Orchid Tree. Orchid-like flowers of a pleasing light lavender shade with deeper purple center petal. Flowers 3 inches across.

Priced from \$1.00 up

**CERCIS CANADENSIS.** Redbud or Judas Tree. Deciduous small tree bearing an abundance of rosy pink flowers in early spring before the foliage appears.

**CORNUS FLORIDA.** Dogwood. Small tree with spreading heart-shaped foliage, brilliantly colored in the fall. Snowy white bracts abundantly produced in the early spring before the foliage comes out.

Prices on Dogwood and Redbud:

3-4' BR	\$1.75	B&B \$3.50
4-5' BR	2.25	B&B 4.50
5-6' BR	3.50	B&B 6.00

**CRAPE MYRTLE.** Lagerstromia indica. Deciduous tree with immense bouquets of flowers in early spring and summer. White, pink and red flowering varieties. Snipping off old blooms insures a flowering season of almost all year.

12-18"	\$1.50	2-3'	\$3.00
18-24"	2.00	3-4'	4.00

**GREVILLEA ROBUSTA.** Australian Silk Oak. Dark green, fern-like foliage, silver beneath. Large trusses of orange-yellow flowers with an undertone of brown borne in profusion in the early spring.

2-3'	\$2.50	4-6'	\$5.00
3-4'	3.50	6-8'	7.50

**MIMOSA.** Albizzia julibrissin. Rapid growing, deciduous tree with fine feathery foliage. Large heads of fluffy pink flowers borne at the tips of the branches in early spring.

3-4' BR	\$2.00	B&B \$4.00
4-6' BR	2.75	B&B 5.50

**PARKINSONIA ACULEATA.** Jerusalem Thorn. Narrow pinnate leaves, drooping from a spiny tree. Numerous bright yellow flowers in loose racemes in early spring and summer. Very attractive as specimen.

2-3'	\$1.50	4-5'	\$3.50
3-4'	2.50	5-6'	4.50



# Plant Citrus Assortment Now For Year-round Fruit Supply!



FLORIDA NURSERY & LANDSCAPE CO.  
LEESBURG & OCALA, FLORIDA

*"The Home of Millions of Plants"*

Sec. 562 P.L.&R.

U.S. Postage

**PAID**

Leesburg, Fla.

Permit No. 15

FORM 3547 REQUESTED



## POWDERPUFFS IN "TECHNICOLOR"!

Thousands of brilliant powderpuffs borne along the graceful branches for many months each year—that's why Calliandras are one of the most popular shrubs for Central Florida! The foliage is a dainty compound type, and is a pleasing shade of green, which makes it attractive all year. It may be kept as a shrub, or trimmed to a small tree, is a rapid grower, and because of the profusion of blooms it is considered one of the most valuable plants for our area.

There are several varieties of Calliandra which thrive in our area . . . the bright red one is the most widely used, but there is a saucy pink variety which looks like a white paint brush dipped in pink paint at the tip; then there is a white flowering variety which attracts attention, and the Rainbow variety, with the new foliage brightly variegated with pink and light green and white, adding more color to the plant during the time it is not blooming so profusely.

PRICED FROM \$1.00 to \$5.00 each. (Blooming sizes)

## STICK IN SOME OF THESE TO ADD COLOR!

Tired of colorless planting beds? Add a few of these in masses to add accent—you will be amazed at how they pick up your garden! You can match your color schemes, too, and note how inexpensive they are!

AMARYLLIS . . . lovely bright red flowers and attractive green foliage. . . . \$1.00 ea.

AGAPANTHUS . . . Blue Lily of the Nile. Bulbous plant with light blue flowers. Gal. cans. . . . \$1.50 ea.

CALADIUM . . . assorted colors. Large, choice bulbs for spring planting . . . \$1.00 ea.

CLIVIA MINIATA . . . Beautiful foliage and attractive salmon and orange flowers in spikes. . . . \$3.50 to \$12.50 ea.

EUPHORBIA SPLENDENS . . . Crown of Thorns. Bright red flowers and attractive thorny branches. Low grower. . . . \$1.00 and up.

GERBERAS . . . Hershey duplex hybrids. Many lovely colors. Giant flowers. . . . 30c each and up

HEMEROCALLIS . . . Daylilies. Many colors. Wonderful for borders. . . . 25c each and up

PENTAS . . . Red, pink and white varieties. Blooms almost all year. . . . 75c and up

LANTANA SELLOWIANA . . . creeping lantana with lavender flowers. Blooms almost all year. . . . \$1.00 up

LANTANA GOLD RUSH . . . New dwarf growing lantana with golden flowers produced in abundance all year. Nice for borders, plant boxes, etc. . . . \$1.50 and up

STOKESIA . . . Stokes Aster . . . lovely blue flowers and attractive green foliage. Perennial. . . . 25c and up

RHOEO DISCOLOR . . . Baby in Basket. Shining green leaf with purple back . . . colorful and unusual. . . . \$1.00 and up

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. 1

MARCH 1954

NO. 5

## GOOD LANDSCAPING INCREASES PROPERTY VALUE

### 15 to 25% ADDED TO VALUE BY GOOD LANDSCAPE PLANTING!

Recently a survey was made among a group of leading Realtors, asking them their experience as to sales of landscaped properties as compared with poorly planted homes. Here are the highlights of the survey:

135 out of 137 questioned said that landscaping definitely added to the resale value of property.

When asked how much, the replies ranged from 15 to 25%.

Landscaping is one of the best possible investments.

Landscape plantings appreciate in value rather than depreciate.

Proper planting for climate control pays off in comfort and economy.

Here's an example cited by one Realtor:

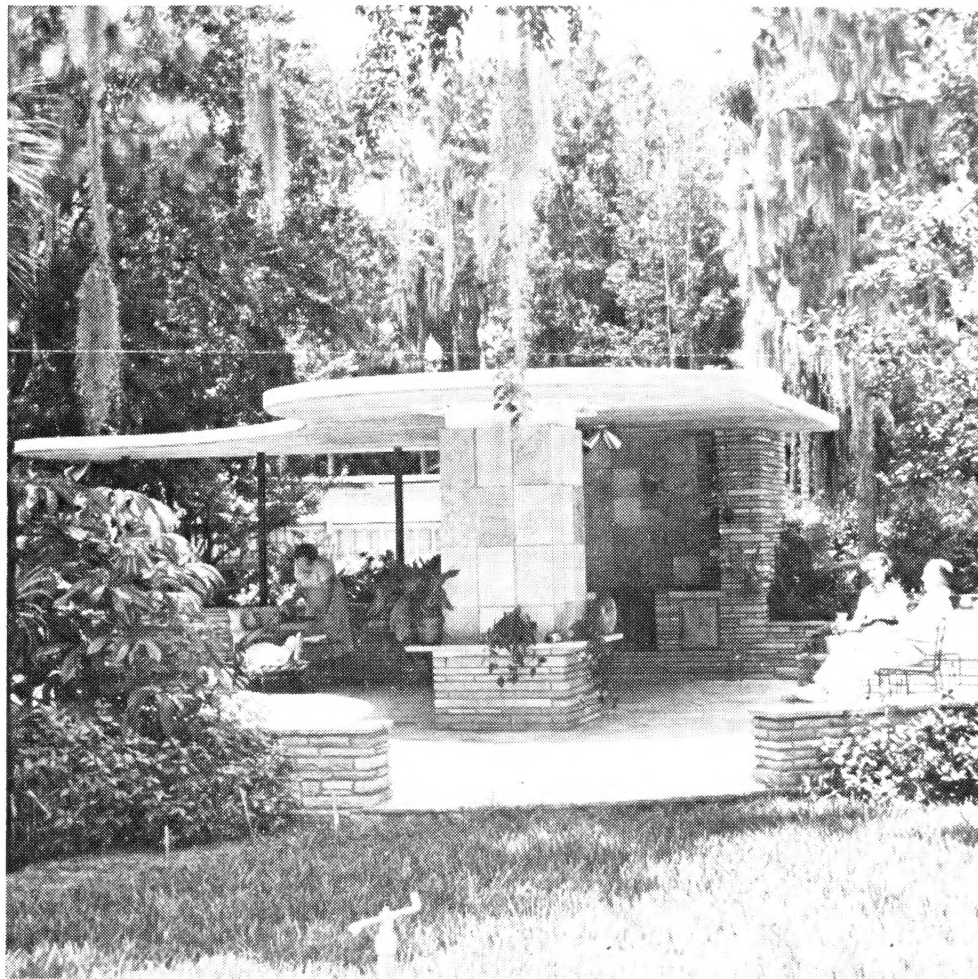
"The property was priced high—considerably more than anything else in the neighborhood, on account of the high quality of the landscaping. The man who bought the house didn't have time to look thru on open house Sunday, but gave the salesman his card. On the following evening the salesman called and described the inside of the house for them. They told the salesman they had admired the place for a couple of years and they knew from the looks of the grounds and the appearance of the house on the outside that the inside would be all right. They signed the contract and paid their earnest money then without seeing the inside of the house."

#### "PAY AS THEY GROW" LANDSCAPING PROGRAM

Don't forget that F.H.A. Property Improvement Loans are available to have your home completely landscaped. The cost is small—a \$200.00 loan would cost you only \$6.39 per month.

There's no mortgage, no down payment—and your investment grows in value each month!

Call us for details—we'll handle it for you. We'll prepare an estimate, and all necessary papers for your signature.



### CRAB ORCHARD STONE— Nature's Most Beautiful Material

CRAB ORCHARD STONE is a beautifully colored, hard stratified quartzite from the mountains of Tennessee. It is as everlasting as granite, with a wide chromatic range of soft warm colors—harmonizing intermediate autumnal tones! Because of the pleasing textures and the great durability, it is a material which may be used in many ways to enhance modern homes.

This attractive patio was designed by one of our architects, using CRAB ORCHARD as the feature material. The walls and grill are made of Crab Orchard Strip Ruble, while the terrace and floor are of irregular flagging. The panels are of cut flagging, used as veneer finish.

Our skilled craftsmen, experienced in laying this stone, are at your service. Our graduate Landscape Architects will design your feature—be it a wall, fireplace or planting box—to fit your need. Contact us for estimates and suggestions.

**ASK FOR CONSULTATION TODAY ON HOW YOU CAN INCREASE THE VALUE OF  
YOUR PROPERTY!!**

## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

"The Home of Millions of Plants"



This is MALCOLM MENEES, Supervisor of our Service Department. Mr. Menees says:

"REMEMBER, only GOD can make a plant, which is a living thing and should be treated accordingly. Unlike most living things, it has no way to make its needs known other than its appearance, which will reflect the kind of treatment it receives from its guardian."

OUR SERVICE DEPARTMENT OFFERS YOU PROFESSIONAL SERVICES TO KEEP YOUR PLANTS LOOKING THEIR BEST:

**FERTILIZING:** You feed your family three times a day—but how often do you feed your plants? Plants need to be fed at least four times a year, with a fertilizer suited to their particular needs. Our familiarity with soil conditions and our knowledge of plant needs has led us to produce our own fertilizer formulas, designed to keep your lawns, shrubs and trees looking their best.

**SPRAYING:** Keep your plants in a healthy condition by a regular spray program to control insects and fungus pests. Our high pressure spray machine can give you good coverage at low cost. We test the new insecticides and fungicides and assure you the best and most effective control measures.

**PRUNING:** Professional pruning twice a year will keep your plants shapely and help them produce more flowers.

## Questions You've Asked About FLORIDA GARDENING!

Q. When should I fertilize my Azaleas and what fertilizer should I use?

A. Azaleas are fertilized after they are finished blooming, usually March 15th to April 1st. Another application should be put on about June 1st, and a very light application in late August. A special Azalea fertilizer should always be used on Azaleas, since they require fertilizer with an acid reaction.

★ ★ ★

Q. When should I prune my shrubs?

A. Pruning should be done around March 15th to April 1st, if possible. Then the new growth is just beginning and will soon make the plant look well again.

★ ★ ★

Q. This little bug is ruining my roses. Please tell me what it is and what to do to kill it.

A. The bug you sent in was a mealy-bug, and because of the fuzzy coating, they are usually hard to kill with one spraying. Usually two applications—at ten day intervals—will kill both the adults and the young ones. Vaportone XX, ½ teaspoon to one gallon water, is a very good spray for Mealy-Bug. Since this is a very poisonous spray, be sure to use it carefully according to the directions and precautionary measures on the label.

★ ★ ★

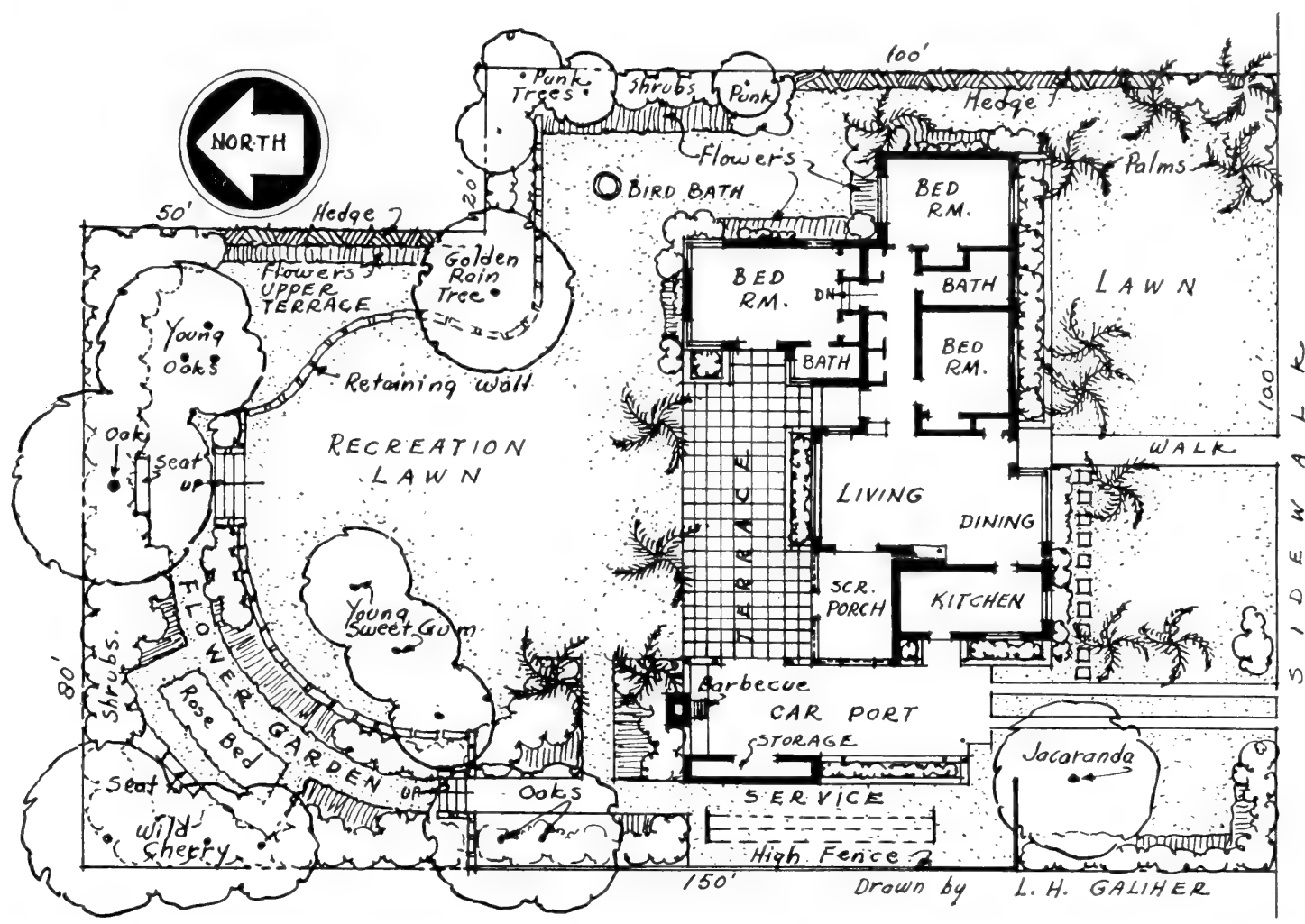
Q. How should you plant a Calliandra or Powderpuff tree? I want mine to be properly planted.

A. First of all, give the plant plenty of room. It grows quite rapidly, and makes a perfectly lovely specimen. Prepare a hole twice the size and depth of the container. Mix about ½ peat and ½ good topsoil, with a handful of good fertilizer and refill the hole. Cut the container down both sides, so the ball of earth containing the roots may be lifted out carefully without damage. Set the plant to the same depth it grew in the can, and water well. Leave a little saucer around the plant to hold water around the roots when you water. You will need to water the plant well every other day until it is established.

**DON'T FORGET . . . OUR SERVICE DEPARTMENT IS FOR YOUR SERVICE. OUR EXPERIENCED EXPERTS WILL TAKE CARE OF YOUR PRUNING, SPRAYING AND FERTILIZING—AND AT A MINIMUM COST!**

**LET US GIVE YOU AN ESTIMATE AND TELL YOU ABOUT OUR SCHEDULES—WE CAN RELIEVE YOU OF ANY RESPONSIBILITY.**





## EVERY HOME OWNER NEEDS A LANDSCAPE PLAN

1. BECAUSE, a well planned property planted under skilled professional supervision will increase not only the pleasure and satisfaction to be found in the environment of superior quality and beauty, but WILL INCREASE THE ACTUAL CASH VALUE of the property far in excess of the initial cost of such materials and services.
2. BECAUSE, you can superintend, if you so desire, the development of your home grounds. OUR PLANS ARE EXPLICIT IN EVERY DETAIL AND ARE EASILY FOLLOWED.
3. BECAUSE, the grounds can be developed gradually on an INTELLIGENT, BUSINESS LIKE BUDGETED PROGRAM. Each year a part of the work may be done, and when the planting is completed, the grounds will continue to be an enduring harmonious composition MAKING UNNECESSARY FREQUENT COSTLY CHANGES.
4. BECAUSE, MISTAKES ARE AVOIDED. When you follow a plan, you won't plant a lot of trees and shrubs only to root them out again in a year or two, thus losing valuable growth. It requires many years to grow a tree, consequently it PAYS TO LOCATE IT PROPERLY RIGHT FROM THE START.
5. BECAUSE, your home grounds are planned to fit the requirements of your family—for recreation, for utilitarian needs, and for beauty. The planting is planned to require a minimum of care and yet give the maximum of beauty. YOUR HOME GROUNDS ARE PERSONALIZED.

CALL OUR NEAREST OFFICE AND ASK FOR ONE OF OUR GRADUATE LANDSCAPE ARCHITECTS TO CALL AT YOUR HOME AND DISCUSS YOUR LANDSCAPE PROBLEMS... OR CALL AT OUR OFFICE TO DISCUSS YOUR NEEDS... A REQUEST FOR CONSULTATION DOES NOT OBLIGATE YOU.

# How To Increase The Value Of Your Home!

Sec. 562 P.L.&R.

U.S. Postage

**PAID**

Leesburg, Fla.

Permit No. 15



FLORIDA NURSERY & LANDSCAPE CO.

LEESBURG & OCALA, FLORIDA

*"The Home of Millions of Plants"*

FORM 3547 REQUESTED

## PLANT PALMS THEY ARE FLORIDA'S! OWN TRADE-MARK!

Tropical atmosphere is the theme of Florida's plantings, and nothing can achieve it with such striking emphasis as the huge arching fronds of the many varieties of palms which may be used in outdoor plantings. Palms need very little in the way of special care. They do require a rich soil with plenty of humus and moisture, and should be given at least two applications of fertilizer each year. This will keep them in fine condition.

See our many palms—Cocos, Phoenix, Washingtonia, Alexandrae, Chinese Fan, Neanthe Bella, and others!

### MARCH SPECIAL ON COCOS PLUMOSA:

2 to 3 foot palms—reg. price 2.50..... **\$1.89**

3 to 4 foot palms—reg. price 3.50..... **\$2.69**



## PEAT — NATURE'S SOIL BUILDER

Peat is the partly decomposed and more or less disintegrated remnant of organic matter produced from the decomposition of vegetation covered or saturated with water. It is a fibrous moisture-absorbing soil, acid in reaction and rich in carbon content.

Here in Central Florida where all our soils are to a great extent sandy, it is recommended that peat be used liberally in any planting, since it is of great value from several standpoints:

First, peat will absorb several times its own weight in water. Thus in our sandy soil it is of exceptional value since it holds moisture around the root systems until the plant can pick it up.

Second, it aids also in retaining the fertilizer applied, until it may be utilized by the plant. In sandy soils, the fertilizer will leach

through the ground around the roots very rapidly and only a very small percentage will be picked up by the roots before it is gone.

Third, peat is decidedly helpful in growing most plants because it provides the acidity that they prefer. Azaleas, camellias, and gardenias absolutely demand acid soil. Our soil in Central Florida is alkaline by nature, and it is imperative to counteract the alkalinity by using peat.

Fourth, peat, being primarily organic, furnishes food for plants, which is absorbed and utilized in growth.

Fifth, peat is an ideal environment for microscopic organisms, and supplies some of the helpful bacteria which aid in plant growth.

Sixth, our peat bog has been tested by the Florida Geological Board of Survey and has been found high in quality and comparable to the peat formerly imported from abroad.

PEAT IS AVAILABLE IN BULK AND IN BURLAP BAGS

CALL FOR QUOTATIONS PER CU. YD. DELIVERED OR F.O.B. NURSERY

**MARCH SPECIAL**

Reg. \$1.00 bags  
At Nursery Only

**2 for \$1.59**

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. I

APRIL 1954

NO. 6

## TROPICAL PLANTS FOR INDOOR AND OUT!

Modern interior decorating this season demands the use of living plants; not only are plants used for decorative purposes, but folks are becoming more aware of the value of plants as room air-conditioners—for as you know, plants breathe the carbon dioxide and return it to the air as oxygen!

In the current magazines almost every picture of interiors show a plant or plants used to advantage. Not only is this true in homemaking articles, but in the advertising of carpets or glass or furniture, or any other product. Plants are included in every room. Now there is a reason for this—plants add accent or color or interest. They harmonize or contrast with the other furnishings to make an effective overall picture.

In choosing plants for your interiors, you will want to consider the container, the foliage, the texture of the foliage, the colors—all of these will help you select the plant best suited for your location and the one that will “do something for your room.”



Dracena Mme. Eugene Andre

### THESE PLANTS WE HEARTILY RECOMMEND:

#### AECHMEA:

Foster's Favorite—smooth, wine red glossy foliage. Dark blue pendant flowers. \$1.50 ea.

#### BILLBERGIA:

Green: symmetrical plant with dense leaves of lovely cool green. \$1.00 and up.

#### DRACENA:

Mme. Andre (see illustration) \$1.00 and up.

Warnecki—green with narrow white stripe along the leaf blade. \$1.50 and up.

Massangeana—broad yellow center stripe in wide leaf. \$2.50 and up.

Marginata—narrow shiny dark foliage edged brown. \$1.00 and up.

Godseffiana—small leathery, deep-green leaves spotted white. Slender stems. 30c and up.

Virens—shining green foliage, slender growth. Very attractive. \$1.50 and up.

#### DIEFFENBACHIA:

Amoena—large leathery shining dark green leaves spotted with white. \$2.00 ea.

Roerhsi—leaf blade almost entirely yellow, with green border and blotched ivory. \$1.00 and up.

FATSIA JAPONICA: Glossy green leaves, palmately cut. Very attractive for pot or patio. \$2.00 and up.

FATSHEDERA (Fatsia-Ivy Hybrid)—upright growing semi-vine with large ivy shaped foliage. 75c and up.

FICUS ELASTICA. Broad leaf rubber plant; dark green foliage. \$1.00 and up.

FICUS DOESCHERI. Broad gray green foliage with creamy variegations. \$1.35 and up.

FICUS PANDURATA. Fiddle leaf rubber plant with mammoth leaves shaped like a fiddle. Excellent for interior use. \$3.50 and up.

(Continued Column 1, Page 2)



## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

"The Home of Millions of Plants"

**NEOREGELIA SPECTABILIS** (Fingernail Plant). Elegantly shaped plant with metallic green leaves, reverse maroon with symmetrical gray cross-bands, red fingernail tips. \$2.50 and up.

### PHILODENDRON: (Climbing varieties)

**HASTATUM**. Arrowhead-shaped leathery bright green leaves. \$1.10 and up.

**IMBE**. Sword-shaped leaves, red underneath with petioles spotted red. \$1.50 and up.

**PANDURIFORME**. Exotic olive green leaves, fiddle-shaped. \$1.00 and up.

**MANDAIANUM**. Hybrid of Hastatum and erubescens; reddish arrow-shaped leaves with red petioles. \$1.10 and up.

### PHILODENDRON: (Self-heading varieties)

**BIPINNATIFIDIUM**. Stiff leatherly leaf, gracefully lobed. Dark green with prominent ribs. \$1.50 and up.

**SELLOUM** (see illustration page 4) \$1.50 and up.

**FOSTERIANUM**—interesting foliage of rich deep green. Lobed leaves are very attractive. \$3.50 and up.

**MACNEILIANUM**. Hybrid with very odd foliage. 1.50 and up.

**SPECIES No. 1**. Another hybrid of attractive foliage and interesting growth. \$1.50 and up.

**SPATHIPHYLLUM**—Long narrow shining leaves. Spathe and spadix white, resembling small calla lily bloom. Flowers last for several weeks. \$1.50 and up.

**SCHEFFLERA**. Australian Umbrella Tree. Large digitate glossy leaves with six to eight leaflets. Very attractive foliage plant. \$1.50 and up.

**NEANTHE BELLA PALM** (*Chamaedorea elegans*). Slender dwarf palm of attractive foliage. 50c and up.

### MONSTERA DELICIOSA

Large unusual foliage interestingly perforated and slit. Flower and fruit fascinating. \$2.50 and up.

**ARALIA ELEGANTISSIMA**—new tropical beauty with narrow foliage of an unusual reddish maroon color. \$1.00 and up.

*These are only a few of the choice plants available for your decorating. Visit our nursery and see our stock.*

## Questions You've Asked About FLORIDA GARDENING!

Q. What annuals should be planted now for the summer bloom?

A. Zinnias, Marigold, Torrenia, Nicotiana, Galliardia, Petunias, Balsam, Cosmos, Dahlia, Globe Amaranth, Dianthus, Strawflower, Helianthus, Portulaca, Tithonia, Vinca, Verbena.

★ ★ ★

Q. How often should I fertilize my lawn and how much should I use?

A. Grass is a heavy feeder and should be fed at least once each three months, using one hundred pounds of good high organic fertilizer to each fifteen hundred square feet of lawn surface. Be sure to apply evenly or you will have a spotted lawn.

★ ★ ★

Q. If I want citrus fruit all year for my family use, what varieties would you recommend?

A. Parson Brown and Duncan Grapefruit for an early fruit, Pineapple and Marsh Seedless grapefruit for a mid-season fruit, Valencia orange for late fruit, and Pope's Summer orange for summer use. For table use you will want a Lakeland Lime and Meyer Lemon to supply you year round, as they are almost everbearing. The other fruits may be planted to supplement these, including Tangerines, Tangelos, Satsumas, Calamondins, Kumquats, etc.

★ ★ ★

Q. What is the tree with the attractive large foliage bearing yellow fruits at this time of the year?

A. We believe you refer to the Japanese Plum or LOQUAT, one of our most attractively foliaged fruit trees. The fruit is tasty, though tart, and is valued for preserves as well as table use. It grows quite rapidly and makes an attractive small shade tree for the home grounds.

★ ★ ★

Q. What is the fastest growing palm for Central Florida?

A. The Cocos Plumosa or Plumy Coconut is the best palm as it is rapid growing and is quite hardy in our area. It is the favorite palm for landscape use.

The binder for our bulletin is ready for distribution; if you have not already sent in your request for a copy, please do so immediately.

Don't forget—if you want to be kept on our mailing list to receive this bulletin regularly, please drop a card to our Leesburg office, P. O. Box 97.

# REGULAR MAINTENANCE PROGRAM INSURES PLANT BEAUTY!

If you want your plants to be as beautiful as God intended them to be, and to add to the attractiveness of your home grounds, it is very important that you set up a three-fold maintenance program; and follow it yearly. Plants need regular care if they are to do their best, and here are the three most important phases of plant care:

## PRUNING

Some plants need more pruning than others, but here are some good reasons why we recommend pruning:

1. To keep plants from growing too large for their present location.
2. To remove old wood, dead flowers and seed pods.
3. To keep the plants more shapely.
4. To make slender plants spread more attractively.
5. To encourage more blossoms.
6. To make the plant fit the particular need in that location.
7. To stimulate new growth from latent eyes on old wood.

## FERTILIZING

Because our soil is so light and sandy, and there is so little food value therein, it is necessary to feed plants regularly:

1. To keep the foliage and root system in good condition.
2. To produce more and healthy growth.
3. To encourage more and larger blooms.
4. Because a healthy plant is more resistant to disease and pests.
5. To keep the plant growing steadily, we give food regularly.
6. Because different plants require different types of plant food, be sure to check carefully before applying.

## SPRAYING

It is wise to have a general cleanup spray in the spring and in the fall to insure beautiful plants:

1. To keep plants clean of insect and fungus pests.
2. To insure a healthy plant and good bloom.
3. To keep infestation of pests in your garden at a minimum.

IF YOU WOULD LIKE FURTHER INFORMATION ABOUT THE CARE OF YOUR PLANTS, PLEASE CALL OUR OFFICE. OUR SERVICE DEPARTMENT WILL TAKE CARE OF THIS WORK FOR YOU IF YOU PREFER. WE HAVE MODERN EQUIPMENT, EXPERIENCED PERSONNEL, AND THE COMPLETE KNOWLEDGE OF YOUR PLANT NEEDS.

# FERTILIZERS FOR FLORIDA SOILS!

One of the most important factors in the growth of healthy plants, shrubs, trees and lawns is the proper use of a well balanced plant food. Our special fertilizers from scientific formulae are formulated to stimulate good plant growth under our climatic conditions. Because of their high organic content—approximately forty percent—these plant foods are not the flash type, but become available over a period of two to three months, stimulating a steady, healthy growth. Your plants will be sturdier in appearance, have darker, richer foliage, and will bloom in more abundance.

Because not all plants have the same food requirements, we have three separate formulas for fertilizers. Try our balanced plant food according to instructions on the chart below, and you will readily see the difference a good plant food can make.

**LAWN SPECIAL FERTILIZER.** No need for you to envy others their dark green, velvety lawns. Our Lawn Special supplies the elements grass needs for ideal growth: nitrogen to develop top growth, and phosphorous and potash to encourage heavy root and stem development. Our Lawn Special includes an insecticide to aid in control of lawn pests. **\$3.95 per hundred lbs.**

**AZALEA AND CAMELLIA FERTILIZER.** A special fertilizer not only for Azaleas and Camellias, but all acid loving plants including Gardenias, Ardisia and Roses. **\$4.00 per hundred lbs.**

**TREE AND SHRUB SPECIAL.** Good, well-balanced plant food for nearly all shrubs, trees, palms, citrus. Excellent for gardens, too! **\$3.95 per hundred pounds.**

FERTILIZER APPLICATION CHART

Size	Azaleas, A & C A, C, K	Camellias, A & C C, F, K	Roses, A & C A, C, I, L	Pot Plants A & C As Needed	Conifers, T & S A, D, I	Small Fruits and Nuts, T & S B, E, H, K	Lilies, T & S A, D, I	Palms, T & S A, D, G, K	Shrubs, T & S A, D, H, K	Shade Trees T & S, B, F	Grasses, Lawn A, D, H, L
8-12 in.	¼ lb.	¼-½ lb.	¼ lb.	TBL to each 1 in. of pot diameter	1 lb.	½ lb.	3-5 lbs. per 100 sq. ft.	*See Pot	½ lb.	½ lb.	100 lbs. to 1500 sq. ft.
12-18 in.	½ lb.	1 lb.	½ lb.		1¼ lbs.	¾-1 lb.	½ lb.		¾ lb.	1 lb.	
18-24 in.	¾ lb.	1¼ lbs.	¾ lb.		1½ lbs.	1 lb.	¾ lb.	1 lb.	1 lb.	1 lb.	
24-30 in.	1 lb.	1½ lbs.	1 lb.		2 lb.	1½ lbs.	1 lb.	2 lbs.	1¼ lbs.	1½ lbs.	
30-36 in.	1 lb.	1¾ lbs.	1½ lbs.		2¼ lbs.	1¾ lbs.	1¼ lbs.		1¾ lbs.		
36-42 in.	1½ lbs.	2 lbs.	1¾ lbs.		2½-3 lbs.	2 lbs.	2 lbs.	3 lbs.	2 lbs.	1¾ lbs.	
42-48 in.	1½ lbs.	2¼ lbs.	1¾ lbs.		3-4 lbs.	2½ lbs.	2 lbs.		2½ lbs.	2 lbs.	
4-5 ft.	2 lbs.	2½ lbs.	1¾ lbs.		4-5 lbs.	3 lbs.	3 lbs.	5 lbs.	3 lbs.	3 lbs.	
5-6 ft.	2½ lbs.	3 lbs.	1¾ lbs.		5-6 lbs.	3½ lbs.	3½ lbs.		3½ lbs.	4 lbs.	
6-8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.	4 lbs.	6 lbs.	4 lbs.	5 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4½ lbs.	4½ lbs.	10 lbs.	5-8 lbs.	5-6 lbs.	
10-20 ft.					15 lbs.	5 lbs.		20 lbs.	8-10 lbs.	10-20 lbs.	
20-35 ft.								35 lbs.			

\*POT PLANTS: ½ tablespoonful to 1 in. diameter of pot.

KEY FOR APPLICATION DATES: A is January, B is February, C is March, D is April, etc.

NOTE: This application chart applies to our fertilizer only. For best results, use exactly as directed, since too much fertilizer is fatal to plants.

# Now's The Time To Do Your Spring Garden-Cleaning!

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**FLORIDA NURSERY & LANDSCAPE CO.  
LEESBURG & OCALA, FLORIDA**

*"The Home of Millions of Plants"*

FORM 3547 REQUESTED



## ORCHIDS BY THE DOZEN!

One of the most satisfactory orchids for garden use is the PHAIUS GRANDIFOLIUS or Nun's Lily Orchid. It is grown as either a pot plant, or planted directly in the patio or planting bed, where it thrives and produces tall flower stalks with twelve to twenty flowers to each stalk. The flowers are three to four inches wide, silvery white outside and yellowish-brown within, with a purple lip margined with yellowish brown. Sometimes the flower spikes are three to four feet in height. The common name "Nun's Lily Orchid" is given because within the lip is an ivory-like replica of a white-hooded nun.

The Phaius produces broad green leaves from a pseudo bulb, and multiplies if left in the same location until it forms a very nice clump of foliage and flowers. It is easy to grow and produces an abundance of lovely orchids. Every garden needs at least a clump of these. Priced \$3.50 each and up.

## PHILODENDRON SELLOUM NEW TROPICAL HARDY SHRUB

If you need a plant for a tropical effect, yet something that will stand the unusual wintry weather that sometimes slips up on us, then you'll certainly want a PHILODENDRON SELLOUM! This is a large leafed plant, deeply lobed, and stemless, with an attractive green color and interesting spreading habit of growth.

Like many of the newer Philodendrons, the Selloum does not climb, but spreads out in shrub fashion, with the cut foliage forming an outstanding clump that will look very tropical in appearance, yet will stand temperatures down to 18 degrees without damage.

Priced at \$1.50 and up.





# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. I

MAY 1954

NO. 7

## MAY IS "SURPRISE MONTH"!

At Florida Nursery & Landscape Co.



That's right, just come to our nursery any day during May except Sunday, and when you make a purchase, you may reach into the "Grab-bag" for a pleasant surprise in the way of a "Bonus" plant.

We are going to give away a nice assortment of house, or pot plants as well as many good sized plants for landscape use. All of them are desirable and we know you will like them.

Remember — just buy what you want and then reach into the grab-bag! Come early in the month for the best selections.

## Planned Landscaping

Whatever is needed — be it a foundation planting of a formal garden, a living-room out-of-doors or just a few shrubs — we are always ready to offer our services and our suggestions. Our landscape department will be glad to help achieve the effect desired.

Only a person who is skilled in design and who has a keen knowledge of plant materials can work out the problems that arise in every garden. With a workable knowledge of the ultimate growth of the plants, their blooming habits, and their adaptability, a skilled designer can plan the planting efficiently in order to achieve the desired effect and express the personality of the home owner.

Here in Florida where folks spend so much of their time out-of-doors, a garden must be a combination living-room, dining-room and recreation club. There may be a lounging terrace, arranged for comfort and attractiveness, a grill for cooking and game areas. Along with the ideal arrangements for enjoyable living there must be an arrangement of plant materials that will provide the privacy desired, as well as express the personality of the gardener.

Perhaps there are folks who plant their gardens and home grounds in a haphazard manner and achieve a lovely setting, but these are few and far between. Most unplanned plantings look exactly what they are — plants and trees simply stuck in at random.

A phone call or post-card to our office will bring one of our Landscape Architects with help and suggestions for planning *YOUR* garden.

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OCALA

FLORIDA

"The Home of Millions of Plants"

## "Protect Your Investment!"

The plants and planting around your home represent a considerable investment on your part. PROTECT YOUR INVESTMENT with proper maintenance.

Pruning, spraying and fertilizing are all important to the health of your plants and to their good appearance. No matter how fine your landscaping is, unless your plants are properly cared for, they will not look their best and you may even lose some of your plants.

Our service department is prepared to give professional services to keep your plants looking their very best all year 'round. Experienced personnel, familiar with soil conditions and plant needs, combined with the proper equipment, enabling them to do a thorough job, guarantee maximum results along these lines.

A telephone call to our office, or a post card, will bring a qualified representative to check with you, make recommendations and to give you an estimate. No obligation, of course.

**P.S.** The very safest way to assure proper and adequate maintenance is to have us put your property on a regular maintenance schedule. Then we will fertilize, prune and spray regularly as needed throughout the year.

### SOIL ANALYSIS

If you are having any trouble which you feel may be caused by soil conditions, drop us a card and we will be glad to tell you how you may obtain an analysis of your soil without cost.

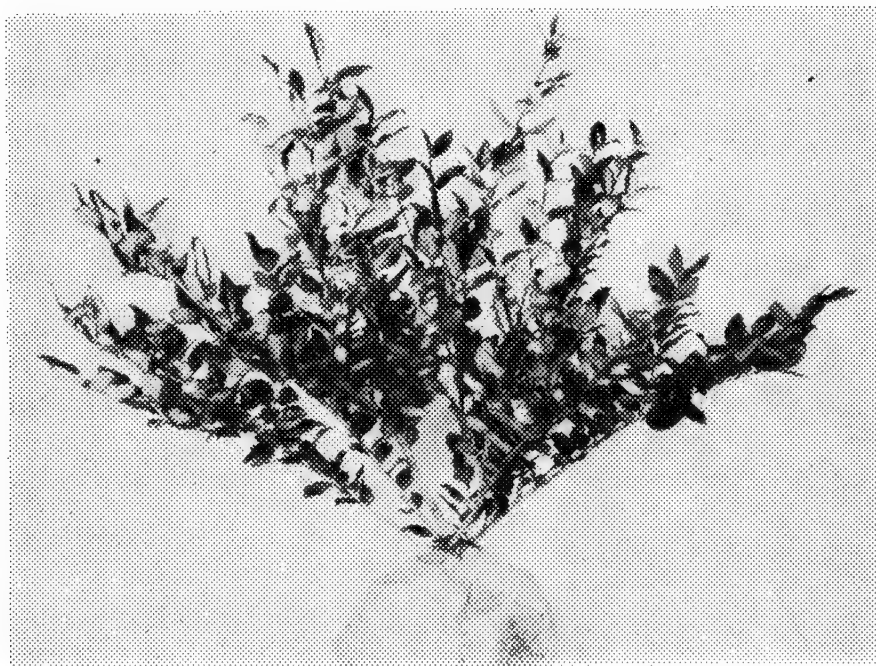
## Questions You've Asked About FLORIDA GARDENING!

- Q. What is generally considered to be the best lawn grass for Central Florida?
- A. Lawn grasses usually recommended for Central Florida are the Centipede and the Saint Augustine. The Centipede will require less mowing and is a finer bladed grass. However, it is hard to keep green, as lack of moisture or cold weather will turn it brown. St. Augustine grass remains green the year round, will grow in shaded locations and, although it requires more mowing, it can be kept smooth and attractive. We do recommend the St. Augustine grass (Bitter Blue Stem variety ONLY) more generally for our area. Be sure it is weed free.
- Q. How often should I fertilize my hibiscus, and how much should I feed them?
- A. Hibiscus should be given at least three applications each year of a good 4-7-5 or 6-6-6 fertilizer with high organic content — the first in early spring, another in midsummer, and the last in early fall. The amount of fertilizer should vary with the plants, the fertility of the soil, and the quantity of organic matter in the soil, but may range from one ounce for a small plant to four pounds for a large plant per application. It may be broadcast and watered in well, or in punch bar holes, so that it will reach the roots sooner.
- Q. I have noticed that the edges of the leaves of my shrubbery have turned brown and the discoloration seems to spread through the leaf and then the leaf turns crisp and falls off. Can you tell me the probable cause of this?
- A. The condition which you describe sounds very much like a fertilizer burn. If you have fertilized recently this is probably the cause. To correct this condition we would suggest that you flood your shrubbery and the area to which the fertilizer has been applied to wash away this over-dose for prevention of further damage to your plants. This condition could be caused by too acid soil. If the condition persists you should have your soil analyzed. If acidity is your trouble, it may be corrected by the use of lime products such as dolomite.
- Q. One of my hibiscus plants sets many buds but they all fall off just before they open. Can you tell me the cause of this?
- A. Plants that are unhealthy because of insect or root knot or a deficiency of one or more of the plant food elements may drop flower buds prematurely. Injury to unopened flowers by aphid or thrip may also cause bud drop. Another cause is poorly drained location or subjecting them to excessive drought, or severe fluctuation of moisture.

# Flowering Shrubs To Beautify Your Home

Here are some of the best shrubs for Central Florida.

For year round beauty, these flowering, evergreen shrubs lend themselves perfectly to landscaping at its best. We have a wide selection to choose from — you will find plants to suit your particular needs, in the size you want and at prices that will fit within your budget.



Pictured to the left is the ever popular *Ligustrum Lucidum*. A bushy, compact shrub with waxy, dark green leaves and panicles of white flowers followed by black berries. In sizes from 12-18" to 4-5', priced from \$1.50.

**IXORA COCCINEA.** Flame of the Woods, Jungle Geranium. Large, dark green foliage and terminal clusters of brilliant red, star-shaped flowers on slender tubes. Very tropical. Beautiful plants in containers for immediate planting and summer bloom. From \$1.50.

**YELLOW IXORA.** Same as above, but with butter yellow bloom. \$1.50 up.

**THRYALLIS GLAUCA.** Foliage small, round, pleasing light green, turning to olive and darker tints in the sun. Terminal clusters of brilliant yellow flowers are borne almost continuously all year. In containers for planting now and immediate bloom. \$1.50 up.

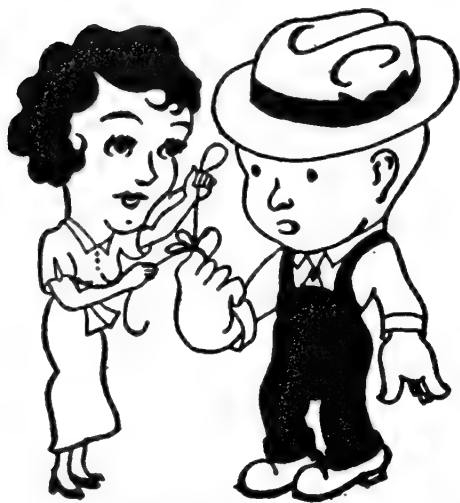
**VIBURNUM ODORATISSIMUM** (Shown at the right) is one of our most useful and popular shrubs. Large, glossy leaves; fragrant white flowers in dense heads in late spring. Fine for foundation and mass planting. Good sized plants (12-18") priced at only \$1.50.

**VIBURNUM SUSPENSUM.** Low growing, with large, deeply veined rough foliage. Cream colored flowers in spring and fall. From \$1.50.

**JASMINE ILLICIFOLIUM.** Very shiny, pointed leaves and terminal showy clusters of fragrant white flowers; faintly pink in bud. Bushy plants in bloom \$1.50 up.



*Don't Forget!*



*May  
is  
Surprise  
Month*

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## HIBISCUS BEAUTY

There is no one flowering shrub which adds more color and tropical splendor to the Florida scene than *Hibiscus rosa-sinensis*. Easy to grow and providing brilliant color almost all year 'round.

A veritable galaxy of color — That is the only way to describe the Hibiscus in bloom at our nursery. Singles and doubles, reds, pinks, all shades of salmon, yellow and even purple. They are coming into bloom now, so come out and see them. Priced from 75c

## FOR MEN ONLY!

## Give "Her" A Beautiful Blooming Gardenia

Don't wait for some special "Day" to give her a beautiful, fragrant, blooming Gardenia. Just because they are beautiful, with their dainty creamy white bloom and romantic fragrance, is reason enough, and—the light that will come in her eyes will be reward enough!

We have beautiful, blooming Gardenia plants, carefully grown on grafted root stock to be resistant to root knot and to assure bloom year after year. Plants that will give her Gardenia blossoms not just once, but for years to come. In containers for ease in transplanting.

12-18"	\$2.50	24-30"	\$5.00
18-24"	\$3.50	30-36"	\$7.50
3-4'	\$10.00		



# FLORIDA NURSERY GARDEN NEWS

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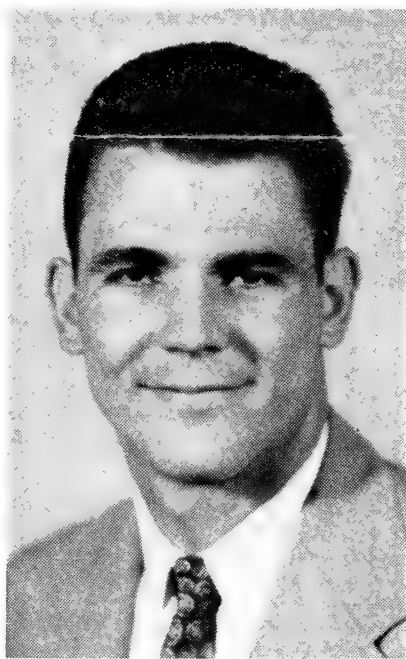
## There Is No Substitute For Experience

—And we really offer **EXPERIENCED** landscape service to our friends and patrons here in Central Florida. Our Landscape Architects **ALONE**, have a combined practical experience (not counting their schooling) of **96 YEARS!**

This, translated into its benefits to **YOU**, means that folks who are thoroughly trained and thoroughly experienced are available to help you pick out the right trees, shrubs and other plants for the right spot. Our landscape people are familiar with the plants that do best here in our Central Florida climate and soils, they know the growth habits of the various plant materials, their requirements of sun, shade and moisture, they know too, which plants may be placed in locations which are most apt to be cold in the winter and which will stand our summer's heat. They know all of these things and many more because they have been working with Florida plants in Florida soils, and in Florida's climate, for many years.

The experience of our Landscape Department is backed up by an equally impressive record of experience in other departments of our nursery. The people who propagate and grow our plants have long years of experience working with plant materials and endeavoring to bring out the best possible varieties for our particular location and our particular soils. Constant experimentation has developed many new varieties of plants which have added much to the plant beauty of our part of the State.

Less spectacular, perhaps, but just as important in many, many ways, is the actual planting of trees, shrubs, etc. in your garden. Here too, experience counts, for the men who make



Harris H. Johnson, Landscape Architect, Leesburg Office. Mr. Johnson has been with us since September, 1948.



Landscape Architects William H. Butler (Left) and Al M. Smith (Right) confer with Lloyd Hoover Galiher, Head of our Design and Planning Department. Mr. Butler and Mr. Galiher are located in Leesburg and Mr. Smith in our Ocala office.

up our planting crews know from many years of experience how plants should be put into the ground so as to cause no set-back to the plants and so as to get the utmost in growth from them.

Our Service Department too, shows the benefit of experience. Experience with the fertilizers best for our Central Florida soils, knowledge gained from actual practical work with insecticides and fungicides so as to keep your plants and shrubs healthy and happy.

Yes, it is an old, but true statement that there is no substitute for experience, and when you add all the experience together and then add the proper equipment to this experience, it only stands to reason that Florida Nursery & Landscape Co. can and will give you a **GOOD** landscape job. One that you will be proud of now and through the years to come.

Drop us a card or phone our office and we will be glad to send one of our experienced Landscape Architects to see you to advise with you and to give you an estimate on the cost of your landscaping.

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FLORIDA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



## WHY THE TIN CANS?

Now you may plant the year round!

By growing our plant materials in containers of one type or another, we are able to offer them to you for transplanting into your garden all year round without any danger of damage to the plant. This was not entirely true of many trees and plants when they were grown in the ground and had to be dug and replanted.

For example, you folks in this part of Florida have undoubtedly heard that citrus may only be transplanted in the winter and spring. This is true of citrus trees that are removed from commercial nurseries in a bare-root condition and replanted, but we have citrus trees of all varieties which have been grown in containers and which may be moved just as safely now as back in January. As a matter of fact, many of these citrus trees have fruit on them and still they may be removed from the cans in which they have been grown and put into your garden without danger of them dying and in most cases without the loss of the fruit which they now bear.

Of course this is not only true of citrus. Most of our landscape plants such as flowering shrubs, trees, etc., are also grown in containers and you may set them out at your home now, or at any time during the summer, with every bit as much confidence as would be true if you were to have planted them last winter. Naturally, either container grown plants or those which have been grown in the nursery row must have plenty of water after transplanting, but, given proper care, our container grown plant materials may be re-planted at your home at any time that is convenient to you. This is just another sample of the service which we at Florida Nursery & Landscape Co. offer to our friends and customers in our effort to help beautify your homes and to make for more gracious living here in Central Florida.

## Questions You've Asked About FLORIDA GARDENING!

- Q. Is it practical for me to spray my shrubbery myself or would I be better off to have a professional do this for me?
- A. The "professional" has a decided edge on you. He not only has the know how, and knowledge of the best spray materials for a given situation, but has high pressure equipment which atomizes the spray materials used and drives it home much better than you could with the equipment available to you.
- Q. How often and when should Poinsettias be cut back?
- A. First you must make up your mind as to whether you want many smaller blossoms or a few large specimen blooms. The Poinsettia roots send up just so much energy and that energy will be divided among the blossoms. The plant is cut back severely after the blooming season and fertilized heavily. Cut them back again in July, tip those new branches again in August if you want heavy bloom, and then make the final cut back the first week in September (never later than the 15th). If your garden permits the long branches to overhang and you want a few large blossoms, trim only after the blooming season and again in July, no more.
- Q. Some of my plants seem to have a rusty look, with the leaves curling around the edges. Later the leaves drop off and the plants die. Can you recommend some control measure?
- A. Although your description is a little vague, at this season of the year we believe that your plants may be infested with Red Spider. If you will rub the underside of the affected leaves with your finger, you will notice the minute webs and if you look through a good magnifying glass, you can see the tiny red spiders, like little grains of red clay, hiding safely behind the web. A good safe control measure is spraying with Orthol, using 2½ Tablespoons to one quart of water, with two applications about ten days apart.
- Q. What kind of fertilizer is the best for Ixoras? Do they like Peat soil?
- A. Ixoras seem to thrive pretty well in a variety of soils, but they prefer a soil rich in humus. Therefore, it is wise to plant them with peat mixed into the soil, and feed them with a high organic fertilizer frequently. Some bone meal may be incorporated in the soil when planting to a good advantage, and a mulch of old and dry cow manure will be beneficial.

### Have You Gotten Your Binder?

If not, we have one for you. It's punched to fit your Florida Nursery Garden News and will be very handy in helping you to keep these monthly publications for reference. Drop a card to us at P. O. Box 97, Leesburg, Florida, and we will be glad to send your binder to you.

## IMPROVED ALLAMANDA



IT'S NEW—The improved hybrid shrub Allamanda which is one of the most beautiful and colorful of our summer blooming plants. Brilliant yellow trumpet or bell shaped blossoms, as much as five to six inches across, are borne in profusion all summer and well into the fall. Marvelous, rich, dense, dark green foliage. It is a handsome shrub even after it has stopped blooming. Come in **NOW** and get your choice plant. As low as \$1.50

### LANTANA GOLDRUSH

(Plant Patent Number 1211)

Trailing yellow—*an entirely new species*. Practically all year countless clusters of the brightest yellow flowers cover the entire plant. The foliage, an attractive deep forest green, makes a most pleasing color contrast with the bright yellow flowers. Its trailing habit of growth makes it possible to use as ground cover, in planters or as a facing or border plant. Priced at \$1.50 and \$2.00

### LANTANA DELICATISSIMA

This is the well known lavender Lantana. It also has a trailing habit of growth and can be used in conjunction with the Gold Rush Lantana to present a beautiful contrast or by itself for a solid mass of color nearly all year round. Perfect for planter boxes. Large, blooming plants from \$1.00 up.

## SPECIAL DISCOUNT

*To Readers of Florida Nursery  
Garden News Only!*

We want you folks who read the Florida Nursery Garden News to come and visit our nursery. We believe that you will find much to interest you and many ideas for the beautification of your homes and gardens.

From now until Saturday, July 10th, we will give you a discount of 10% on the purchase of any plant materials bought at the nursery. This offer does not include such things as fertilizer, spray materials nor services such as planting and spraying, but does include any tree, shrub, plant or vine, either for indoors or out doors. **SORRY, NO DELIVERIES.**

Just bring this copy of the **FLORIDA NURSERY GARDEN NEWS** to the nursery to identify yourself, purchase whatever you want in the way of plant materials and ask for the discount, we'll be glad to see you!

## LAWN CARE

Your lawn should be fertilized **NOW** to carry it through the summer. Be sure to use a good grade of commercial fertilizer which has a high organic content. If you use a fertilizer which does not have a good organic content the rains which will come soon will leach out or melt the fertilizer and wash it away and your grass will not have the benefit of the food which you intended for it. The organic plant food will lie there and slowly feed your lawn through the summer.

**REMEMBER**—the sun quickly evaporates water during the summer, so occasional rains will not suffice. When you water, don't just "sprinkle," but give your lawn enough water to thoroughly soak the ground.

**WATCH** your lawn for attacks by insects and when you see the tell-tale spreading brown spots, take immediate action to correct the situation.

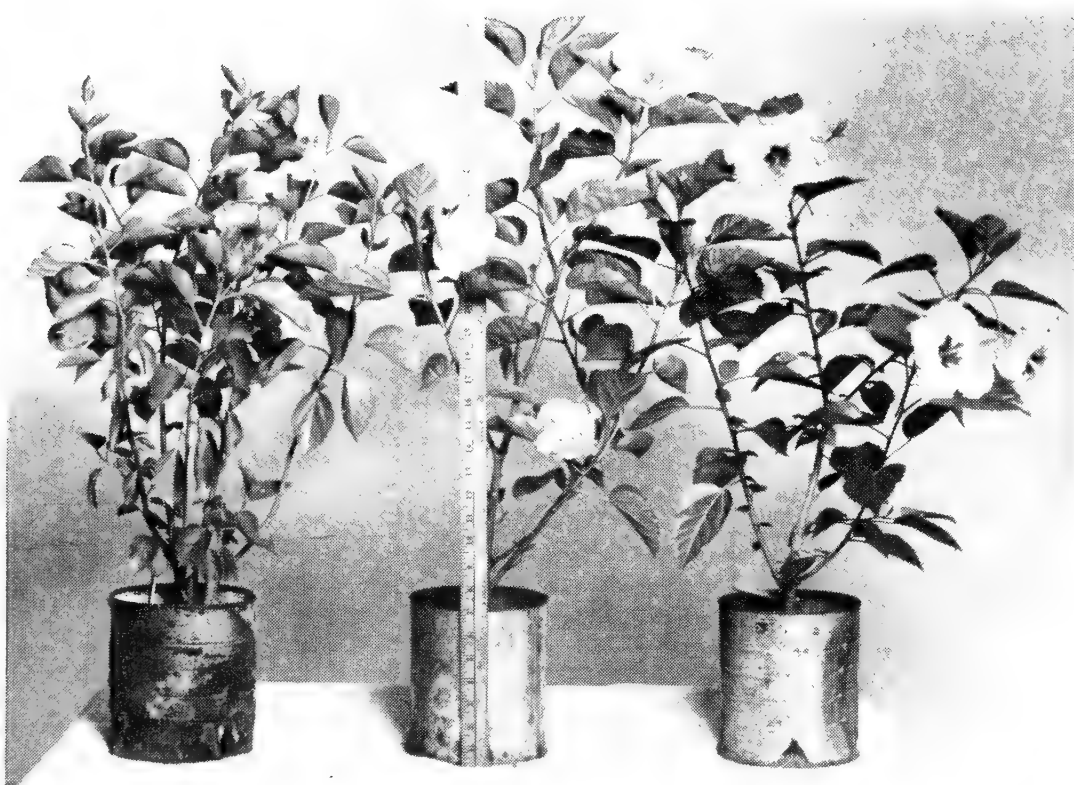
Our **SERVICE DEPARTMENT** is at your disposal for fertilizing or spraying, should that become necessary. Trained personnel will see to it that you get the correct fertilizer, in the right amount to properly feed your lawn. These men are also experienced in handling insecticides and will apply them properly and safely.



LEESBURG & OCALA, FLORIDA  
*"Millions of Plants"*

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FORM 3547 REQUESTED



## EXOTIC — BLOOMING HIBISCUS

Brilliant reds, pinks and yellows—pastel shades of salmon and pink—gorgeous combinations of reds and yellows—dazzling whites—single blossoms as much as six to eight inches across—double blossoms larger than your fist—these are only a few of the Hibiscus that you will find in our unrivaled collection.

Come out and enjoy them with us.

We have blooming plants in cans for easy transplanting now and for beautiful, colorful bloom all summer long (and well into the fall). Many varieties, in gallon cans are priced as low as \$1.00

# PLANTS for Special Places

Here are a few suggestions that may help you in the selection of plants most suitable for different locations. Plants may be selected from these lists with full confidence that they will adapt themselves to the conditions for which they are recommended. There are many other plants which would fit into any of these categories, but these are intended only as a few suggestions.

### PLANTS FOR HEDGES

Arborvitae	Ilex Rotundifolia	Podocarpus
Bottle-brush	Illicium	Pittosporum
Camellia sasanqua	Ligustrum	Severinia
Juniperus	Myrica	Viburnum
Ilex vomitoria	Oleander	

### PLANTS FOR FOUNDATION PLANTINGS

Arborvitae	Elaeagnus	Olea fragrans
Ardisia	Feijoa	Palms, dwarf
Azalea	Ixora	Pittosporum
Bottle-brush	Ilex vomitoria	Podocarpus
Camellia	Jasmine	Severinia
Cupressus arizonica	Myrica cerifera	Zamia

### PLANTS FOR SUMMER BLOOM

Daylilies	Ixora, Red	Hibiscus
Stokesia	Ixora, Yellow	Oleander
Allamanda	Agapanthus	Lantana
Cerbera	Beloperone	Plumbago
Gardenia	(Shrimp Plant)	
Thyallis	Pentas	

### PLANTS FOR SHADY SITUATIONS

Ardisia	Illicium	Palms
Azalea	Ligustrum	Pittosporum
Camellia	Liriope	Podocarpus
Elaeagnus	Myrica	Viburnum
Ilex opaca	Ophiopogon	Zamia



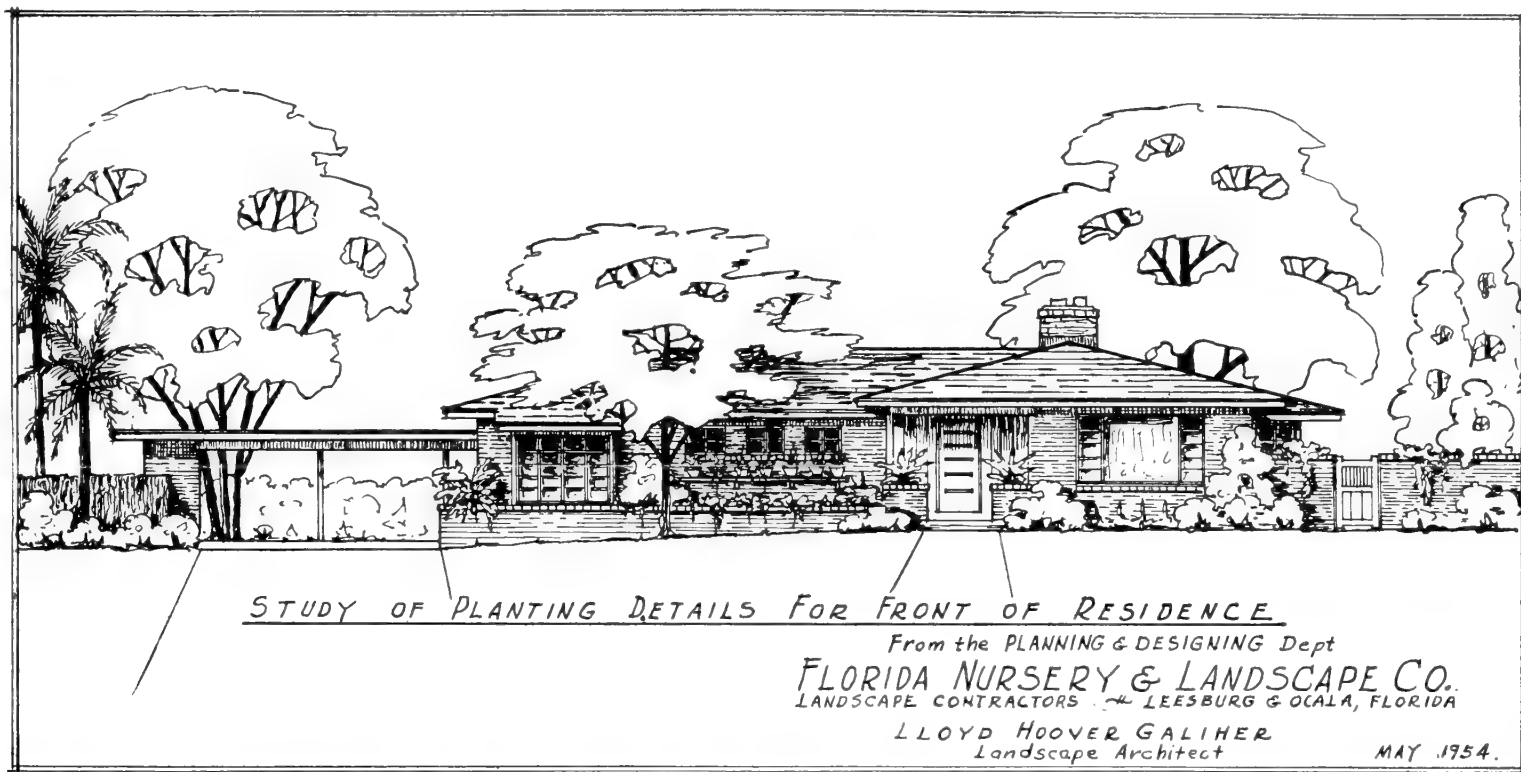
# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. I

JULY 1954

NO. 9



## DOES YOUR LANDSCAPING FIT YOUR HOME?

After all, we would not think of wearing a suit of clothes or a dress that did not fit, nor one that was not appropriate. We just would not look our best in mis-fit clothing, and we would look out of place at a formal evening affair in sport clothing.

Our homes are not all built according to the same type of architecture. Some are of the low rambling ranch house type, some again are two stories with two story porches, some are extremely modern in design and others are of more conventional design.

Obviously no one type of landscape architecture would begin to "fit" all types of homes, the landscaping must fit into the picture — be designed for YOUR particular home and for what YOU want.

One person will want an out-door living area, possibly a paved patio with barbecue pit and space for gracious out-door entertaining. Another will want a broad expanse of unbroken lawn, while another will want a secure area in which children may play without danger of straying off. Each has his

own ideas and each his own needs. To bring these ideas and needs into a design which is in complete harmony with the home and its natural setting is where our Landscape Department enters the picture.



With a staff of thoroughly experienced Landscape Architects at your disposal, men who thoroughly understand our Florida plants, soils and climate, and who are well versed in the best of landscape design, we are in a position to assure that your home grounds will be well and artistically designed, will fit into the picture in such way as to harmonize completely with your home and yet will give you what YOU want from a standpoint of utility as well as beauty.

A phone call or post card to our nearest office will bring a Landscape Architect to see you and to discuss your landscape needs and thoughts with you. There is, of course, no cost nor obligation entailed in such a visit.

**FLORIDA NURSERY GARDEN NEWS**  
 Published by  
**FLORIDA NURSERY AND LANDSCAPE CO.**  
 N. 14th St. S. Orange Ave.  
 Phone 158 Ph. Ma-28345  
 LEESBURG FLORIDA OCALA

OPEN DAILY 8:30 TO 5:30  
 CLOSED SUNDAY

"MILLIONS OF PLANTS"

## PLANT your Air Conditioner

There are many ingenious ways for controlling climate on the average-sized house lot, as well as on the large estate or farm. By use of various planting devices you can make your house more comfortable both in the winter and summer. Climate control by planting can moderate temperatures in some instances up to 10 to 15° F., thus meaning the difference between comfort and discomfort.



A tree located to shade the west wall and roof from the hot afternoon sun will keep house temperatures more comfortable and may reduce wall and roof temperatures by as much as 20 to 40°. This helps to eliminate the well-known "attic furnace." Rooftop temperatures of 140 degrees have been recorded.

Since the sun sets in the southwest in the winter, a tree planted as suggested above will not make your home cold at this season of the year.

### WOULD YOU LIKE A FREE BOOKLET ON CLIMATE CONTROL

We have a limited supply of these booklets and will be very glad to send you a copy if you will drop us a postcard to P. O. Box 97, Leesburg, Florida. Since the supply is limited, get your request in promptly—first come, first served, as long as the supply lasts.

## Questions You've Asked About FLORIDA GARDENING!

- Q. Why is it desirable to mulch plants?
- A. Mulching keeps the moisture in the ground so plants get the full benefit. After you have watered, surround base of plant with dry material—Oak leaves, pine straw and peat are good mulch materials. Besides retarding evaporation, mulch cuts cultivation as ground stays soft under it. It also retards weed growth.
- Q. A friend of mine has suggested that I wash the foliage of my indoor plants. Is this good for them and why?
- A. Foliage of indoor plants, which are not washed by rain, should be washed occasionally so as to remove the dirt that clogs the breathing pores. The bath tub is a good place to clean a number of plants at one time. Train a fine, gentle spray on the leaves. Wash all but the hairy leaved plants and use a soft brush to dust them.
- Q. I have some very lovely Daylilies which have been in bloom until recently. They are several years old and have formed quite large clumps. I would like to divide these clumps and transplant them. When is the best time to do this?
- A. Daylilies (*Hemerocallis*) may be transplanted at any season, but for best results divide the clumps right after flowering. In June or July the plants enjoy a short rest and this is an excellent time to expand your planting. During warm summer weather, when rains are frequent, the roots will re-establish themselves very quickly and the new foliage will be produced at once.
- Q. Several of my Azalea plants have become "ragged looking" I am wondering if I may prune them now.
- A. Azaleas, generally speaking, require little pruning. Where a "leggy" condition such as you mention does develop, the hard pruning should be done just before the new growth starts in the spring. We do not recommend pruning in the late summer or fall, as this leaves insufficient time for lateral shoots to push out and form flower buds on tips before growth stops in early autumn.
- Q. My Hibiscus are infested with some sort of insect which seems to be causing the buds to drop off, can you tell me what I can do about this?
- A. The infestation is probably Aphis, and you may control this situation with either Improved Isotox Garden Spray, or with Orthol Garden Spray. Directions for using either are on the bottle.

Arborvitae

Illicium Anisatum

Cocos Plumosa Palm

Viburnum Suspensum

Hibiscus

Philodendron Selloum

**ARBORVITAE**—A very attractive little tree which grows in a neat, compact symmetrical form. Somewhat on the formal side. We have two varieties of Arborvitae; Aurea Nana and Baker's Hybrid. The foliage of the Aurea Nana has a golden tinge to it while the Baker's Hybrid does not have this shading. In cans for ease in transplanting, from \$1.25

**PHILODENDRON SELLOUM**—New—Hardy—Tropical. May be used either indoors or out. It does not climb, but with its deeply cut, rich, dark green leaves, it makes a very attractive tropical shrub. Despite its tropical appearance, it will take our coldest weather here in Central Florida without harm. Some plants as low as \$1.50

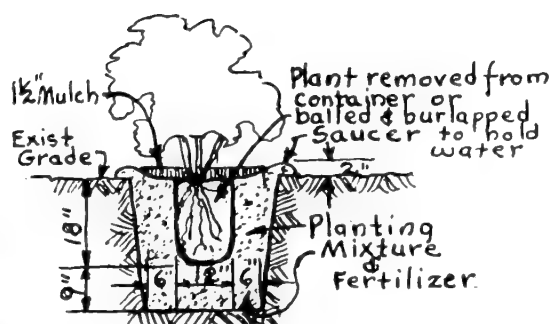
**ILICIIUM ANISATUM**—(East Indian Anise) A handsome, broad-leaved evergreen shrub with aromatic anise-like odor when crushed. Flowers small, inconspicuous, creamy white. Has dense foliage and lends itself to many landscape uses. Good sized plants, standing up to one and one-half feet at \$1.50

**COCOS PLUMOSA PALMS**—Central Florida's most popular palm. Particularly adapted to our well drained soil. A smooth trunk, graceful palm, fairly rapid in growth and hardy to our climate. A wide range of sizes available. Prices start as low as \$2.50

**VIBURNUM SUSPENSUM**—An excellent shrub for use where heavy, rich foliage without excessive height is desired. Seldom exceeds 4-5' in height, but one of our very best foliage plants. Hardy and thrives well in almost any location. Cream colored flowers in spring and summer. From \$1.50

**HIBISCUS**—We have a large collection of Hibiscus in many colors and shades, both single and double varieties. Many excellent plants, desirable varieties, in gallon cans, priced at \$1.00 to \$2.00. Larger, fancy and grafted Hibiscus in four gallon cans from \$3.50 to \$5.00. Field grown varieties from \$1.50 up.

## HOW TO PROPERLY PLANT A SHRUB



TYPICAL PLANTING DETAIL

Having decided upon the location, a hole approximately one and one-half times the depth and twice the diameter of the ball of earth around the plant's roots should be dug. With a planting mixture of about 50% peat together with 50% soil removed from the hole, re-fill so that when the plant is placed it will rest at the same level that it did in the container or in the nursery row. To this mixture add a good, organic fertilizer (the amount determined by the size of the plant) and mix in well. Remove the plant from container or loosen burlap and set plant in hole, fill in around sides with soil mixture and water in very thoroughly so as to prevent formation of air holes. Water the plant thoroughly and frequently until sure that it is well established. A shallow "saucer" left all around the plant to hold moisture and about 1½" of mulch placed around the plant will prove highly beneficial.



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FORM 3547 REQUESTED



Lakeside terrace of Crab Orchard Stone, located near Groveland, Florida. Terrace and planting were designed by and executed simultaneously under the supervision of Landscape Architect Al M. Smith, who is now in our Ocala office.

## TERRACES, PATIOS AND PLANTERS

Practical, yet they add that touch of luxurious living. We have designed and built many, many patios, terraces, fireplaces, barbecue pits, etc., throughout Central Florida. Our architects are skilled in designing them and we have the experienced stone masons to turn those designs into realities. The cost, in comparison to the beauty which such structures add to your home and grounds and the useful purposes served, is surprisingly low.

## CRAB ORCHARD STONE

Crab Orchard is a building stone, everlasting as granite, with wide chromatic range. The south's recent discovery among nature's treasure deposits.

In rich color variety and pleasing texture it opens a new vista to the person who is interested in soft, warm colors. Harmonizing intermediate autumnal tones, rich and charming as those of Old World Latin Tiles—together with its fine grain and impervious density, afford to modern construction, full play of the highest artistic expression.

We carry a large stock of Crab Orchard Stone at our Leesburg nursery and can supply most requirements without delay.

# NOW is Lawn-planting Time

Take advantage of the warm summer sun and the summer rains to get your lawn well established during the present growing season. A lawn, graded and set out now with our weed-free Bitter Blue St. Augustine Grass, in blocks (see picture above) should be nearly sodded over by the time that the cool winter weather stops it from growing, and the roots will be so well established that when spring comes around again, it will close right in and next summer you will have a good, solid lawn.

We recommend the Bitter Blue St. Augustine Grass as the best that can be planted in the Central Florida area. Of good texture and color, St. Augustine remains green the year round. It thrives well in shade or sun, and is the lawn grass that you will find in most all of the most beautiful lawns in our part of the State.

We normally use the "block" method in establishing a lawn. Pieces of sod are cut into 2" x 3" blocks and these in turn are planted on 12" centers. By using the block method, roots are left undisturbed and consequently the lawn is established in much less time. Lawns are also established by the use of solid sodding when this is desired.

We will be very glad to have a well qualified representative call upon you to discuss your grading and grassing requirements, and to give you an estimate as to the cost. Call Leesburg 158 or Ocala MARion 2-8345 or drop a post card to either our Leesburg or Ocala office.



# FLORIDA NURSERY GARDEN NEWS

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VOL. I

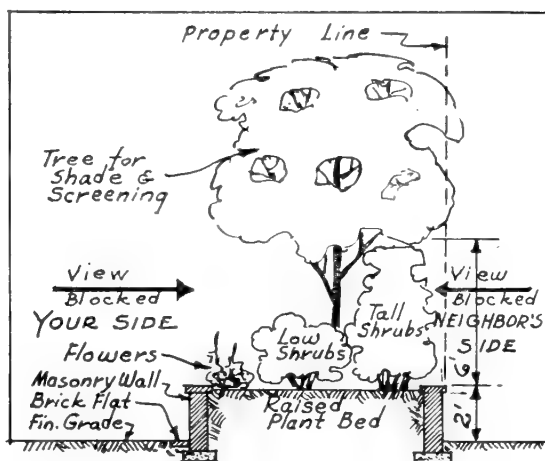
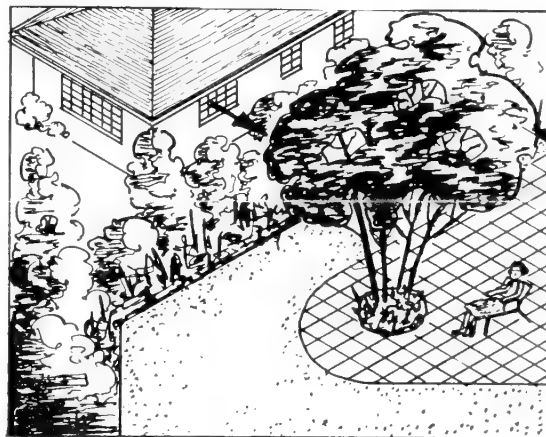
AUGUST 1954

NO. 10

## BEAUTY AND PRIVACY - AN IDEAL COMBINATION

Your home is your most private and intimate sanctuary and so it should be. "Home," here in Florida is not always enclosed by four walls. Our wonderful climate calls more people out of doors than ever before. Out-door living rooms in the form of patios and terraces, barbecue pits, and many other innovations make out-door living highly desirable.

Out-door living calls for out-door privacy — privacy from passers-by, both on foot and in automobiles as well as privacy from our neighbors. We want to be able to do and to dress as we please on our own property without feeling that our neighbors see every move that we make and that we are under the eye of every passer-by.



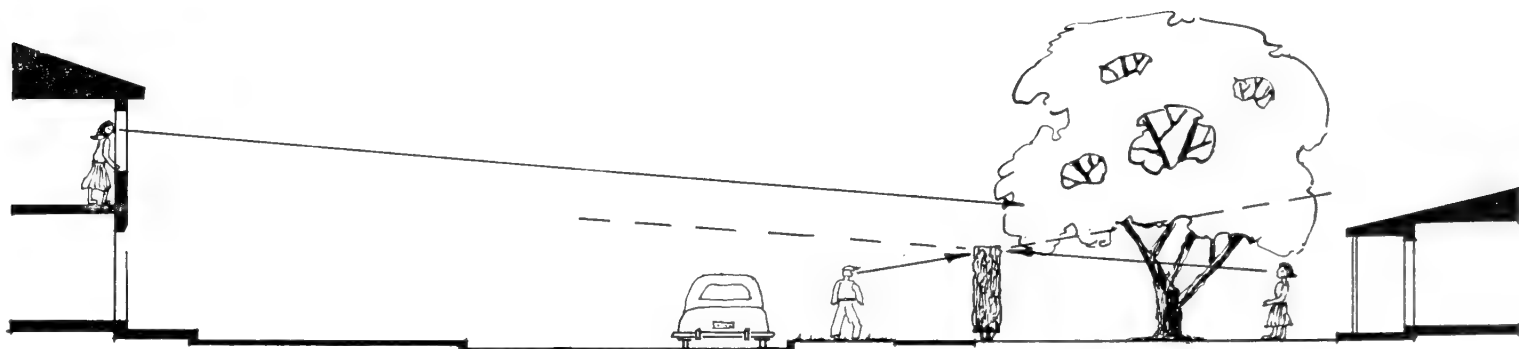
Privacy does not require either a big lot nor complete isolation. Appropriate screen plantings will cut off the view and achieve the privacy which is desired while beautifying your property at the same time. A phone call to our nearest office, or a postcard, will bring one of our Landscape Architects to consult with you and suggest such a planting.

### TREES AND SHRUBS RECOMMENDED FOR SCREEN PLANTINGS

There are many trees, shrubs and vines which adapt themselves perfectly to screen plantings. Used individually or in combination with other plantings they can add beauty to your grounds by providing colorful blossoms and interesting foliage the year round. Among the very best of screening materials are these:

- TREES:** Melaleuca Leucadendra (Punk Tree)  
Brazilian Pepper (Schinus Terebinthifolia)  
Ilex East Palatka (Florida Holly)  
Loquat (Japanese Plum)
- SHRUBS:** Podocarpus  
Ligustrum  
Illicium Anisatum (Anise)  
Calliandra (Powder Puff)  
Feijoa Sellowiana  
Magnolia Fuscata (Banana Shrub)
- VINES:** Bougainvillea  
Flame Vine (Bignonia Venusta)  
Confederate Jasmine (Rhynchospermum)

We, of course, can supply you with any of the above as well as many other varieties of trees, shrubs and vines which may be used for screen plantings. Visit our nurseries and look over our stock of millions of plants.



## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

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Phone 158  
LEESBURG

S. Orange Ave.  
Ph. Ma-28345  
OCALA

FLORIDA



OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



# CROTONS

Colorful, beautiful, showy, brilliant, tropical; any of these words may be used in speaking of Crotons, but none of them (nor all of them put together) begin to describe a Croton. Crotons have to be seen to be believed. It would be impossible to paint a word picture which would adequately convey to a person who had never seen a Croton the many colored beauty of its tropical foliage.

No two plants are ever exactly alike — in fact no two leaves of the same plant are the same.

There are many, many uses for Crotons in our landscaping. Perfect for planter boxes, they also make excellent accent plants in a foundation planting, or used as border plants for higher growing plants and shrubs they are beautiful beyond comparison.

We have an excellent assortment of Crotons in all colors and shades and in many leaf forms — broad leaf, oak leaf, narrow leaf and corkscrew, some excellent varieties in good sized plants are as low as \$1.00 with larger ones at \$2.50 and up.

### BACK ISSUES OF "FLORIDA NURSERY GARDEN NEWS"

We have had quite a few requests for back issues of this publication, and, as long as our supply holds out, we will be glad to send you copies of any which you failed to receive or which you may have mislaid. (Unfortunately we cannot supply copies of the issues of November and December, 1953—Nos. 1 and 2.) Please send your request for back issues to us at P. O. Box 97, Leesburg, Florida.

## Questions You've Asked About FLORIDA GARDENING!

- Q. My lawn is showing a yellowish color and the individual leaf blades have brown or yellow spots on them. Can you tell me what my trouble is and how to overcome it?
- A. It sounds as if you have a fungus condition in your lawn. This is not unusual during this season of the year. It is brought on either by evening watering or rains in the evening and our warm, humid nights. The condition can be corrected by spraying with Fermate, Orthocide 50 or some other good fungicide.
- Q. Can Avocados be grown successfully in Central Florida, and if so, which varieties are best?
- A. Indeed Avocados can be grown in Central Florida and with very good success too. Among the varieties which do well in this part of the State are Hall, Lula, Booth, Pollock and Choquette.
- Q. In previous issues of the "Florida Nursery Garden News" you have mentioned 4-7-5 fertilizer, what do these numerals mean? Also you have stressed the importance of using fertilizers containing "high organic content," why is this desirable?
- A. The figures 4-7-5 in reference to fertilizers indicate the nitrogen, phosphorus and potassium contents, respectively. In other words, such a fertilizer would contain 4% nitrogen, 7% phosphorus and 5% potassium. The advantage of using a high organic fertilizer is that the organic matter which it contains does not leach out (or melt and run off) but rather decomposes slowly and continues to feed your plants over a comparatively long period of time. A completely chemical fertilizer will bring on a spurt of growth by making all the plant food available at one time, but then between fertilizings the plant will be under-nourished.
- Q. When is the best time to prune roses so they will produce more and better bloom next winter?
- A. The latter part of August or early September is a good time to do this. Prune your plants severely, cultivate them thoroughly, mixing a liberal quantity of a good plant food into the soil and be sure to keep them well watered.
- Q. Will lack of drainage kill shrubs? Several of mine, growing in a damp place, since the water came up recently, have withered and died.
- A. Yes, lack of drainage will kill plants. Not many shrubs can tolerate water standing about their feet. If there are any live plants left in the flooded area, it would be well to take them up and move them to a spot with better drainage.

# Flowering Shrubs To Accent The Beauty of Your Home



Yellow, red, blue, purple, pink, white, orange — what color or colors would YOU like in YOUR garden? Florida gardens can be a galaxy of color all year round and flowering shrubs are one of the very best ways of achieving color with the minimum of effort and maintenance. Perhaps nowhere in the world are there more varieties of flowering shrubbery to choose from than right here in Central Florida and isn't it a shame not to take advantage of this? Folks in other parts of the country would give a lot to be able to have just a few of the many beautiful, tropical, brilliantly blooming shrubs that make our part of the State outstanding for its beauty.

Set aside time now to visit our nursery and select from our tremendous stock the plants that you have wanted to add to your garden but haven't planted yet. Get them planted NOW and be glad next spring that you have had the advantage of this summer's growing season.

## Here Are Some "Beauty Hints" For A Colorful Garden

**IXORA COCCINEA:** Masses of brilliant scarlet red blossoms all summer long. One of the most colorful of all of our flowering shrubs. A compact grower which may be trimmed into shape nicely. Makes a perfectly gorgeous hedge or lovely when used in foundation planting. \$1.50 up.

**YELLOW IXORA:** Similar to the familiar red, but produces masses of butter yellow blossoms. Priced from \$1.50.

**THRYALLIS GLAUCA:** (Pictured on this page) Myriads of bright yellow bloom clear up until late fall, then a very attractive bronze colored shrub throughout the winter months. Grows rapidly and may be used in many ways in your landscape planting. Blooming plants as low as 75c.

**TIBOUCHINA:** One of the very few purple flowering shrubs. Beautiful soft textured foliage makes this an attractive shrub even during the short season of the year when it is not in bloom. During most of the year it is practically covered with beautiful royal purple blossoms that sometimes reach a diameter of from three to five inches. You will see more and more of this shrub as people become acquainted with it. Blooming plants in containers for easy transplanting from \$1.50.

**PENTAS:** Are you looking for a plant which grows equally well in sun or shade, likes moisture but does not require excessive watering, one which produces cutting flowers in profusion and which is not seriously harmed by our occasional cold weather? Pentas is your answer. Also, it grows rapidly and may be obtained in red, white or pink and blooming plants are priced as low as 75c.

**HIBISCUS:** Nothing adds more color to the Florida scene than the exotic beauty of Hibiscus. Brilliant colors and pastels in single and double varieties are as much the trademark of Florida as is the bathing beauty. We have a remarkable collection of Hibiscus in gallon containers at \$1.00-\$1.50 and up.



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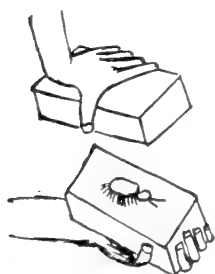
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Leesburg, Fla.

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FORM 3547 REQUESTED

## How Cheap Is "Cheap" Lawn Care?

If you have chinch bugs, army worms or other insect infestation in your lawn you know that no method is "cheap" unless the insects are killed and your lawn saved. There are many ways of killing off insects which attack your lawn, one method is shown in the picture at the left, but frankly it is a slow, tedious job, expensive in the long run, and we don't recommend it. We have both the trained personnel and the equipment which makes it possible for us to GUARANTEE to kill



insects which may be ruining your lawn. Power spraying for fungus conditions is also available and recommended as the best possible method for correcting this situation. Phone our office for prompt, efficient service — estimates gladly given.

**PRUNING AND FERTILIZING:** Our Service and Maintenance Department will also be glad to take care of your pruning and fertilizing, either upon your call or on a regular maintenance schedule. Let us send our service representative to explain the advantages of such a maintenance schedule.



Kill bugs with *one* spray  
—easy as watering



Kill the many annoying insects that ruin your garden and spoil the fun of outdoor living. Use Improved ISOTOX Garden Spray M to control red spiders, flies, mosquitoes, ants and many other insects. Apply with the ORTHO SPRAYETTE, attached to your hose.

(T.M.'S Reg. U.S. Pat. Off.: ORTHO, ISOTOX.)



We carry a complete line of Insecticides, Fungicides, spray and dusting materials as well as fertilizer in small quantities or in 100# bags. Make Florida Nursery & Landscape Co. your "one stop" gardening headquarters.



Fertilize your garden  
—easy as watering



ORTHOGRO Liquid Plant Food serves as a complete balanced fertilizer for flowers, trees, shrubs and lawn. Easy to apply with ORTHO Lawn & Garden Sprayer. Attach to garden hose and spray.

(T.M. Reg. U.S. Pat. Off.: ORTHO.)



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. I

SEPTEMBER 1954

NO. 11

## EVERY GARDEN NEEDS HIBISCUS!

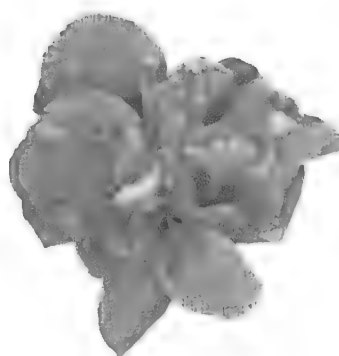
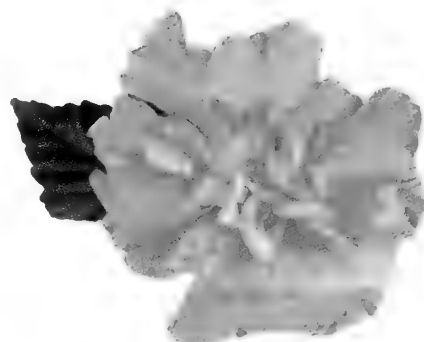
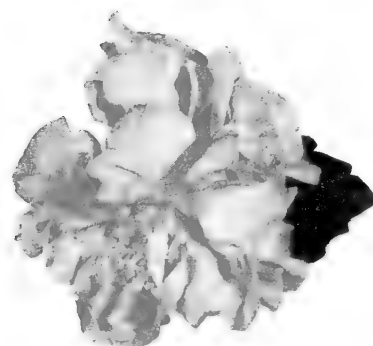
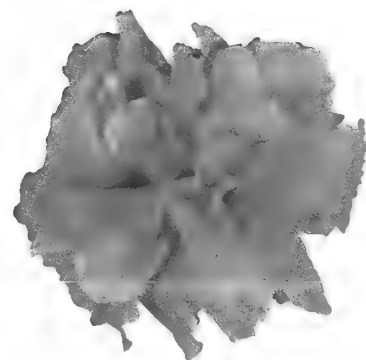
Hibiscus are tropical, exotic blossoms—reminiscent of swaying palm trees, cool ocean breezes and the magic isles of the Pacific! And yet Hibiscus are within the means of every gardener; they are moderately priced, are rapid growers, and are acclimated to our soil and climatic conditions.

Hibiscus shrubs are attractive, with the lush green foliage and the dense habit of growth . . . but Hibiscus blossoms are fascinating! There are gigantic singles with flat formation or ruffled, overlapping petals; there are sensational doubles, frilled and crinkled; but the most outstanding feature of the Hibiscus blossom is the color range! There are the soft pastel shades, the blazing brilliants, the jewel tones, and the luminous overcasts—all these variations intrigue the gardener!

Hibiscus are valuable flowering shrubs for foundation plantings, shrubbery borders, hedges, or for specimen plants. Although most blossoms last only a day, the profuse blooming habit makes them seem in full bloom daily for nine to ten months of each year—a record unequaled by few other shrubs!

Yes, Hibiscus may be used for cut flowers, too! They last all day arranged without water on trays, etc. But if you want to use them in the evening, just pick the unopened buds before they are due to open in the morning. Wrap them in wax paper and keep them in the refrigerator until about 4 P.M., at which time remove them and they will proceed to open and remain open until after midnight!

There is no such thing as a “common Hibiscus”—each variety has its own particular charm and your own preference is your guide in making your selection. There are hundreds of varieties in bloom in our display grounds now; make a visit to browse around and select your favorites! There are field grown balled and burlapped plants as well as container grown plants from which to choose . . . NOW IS THE TIME, SO DON'T WAIT!



## HOW TO GROW HIBISCUS!

HIBISCUS, one of the most popular ornamental shrubs for landscape plantings in Florida, can be grown easily if just a few simple precautions are taken. Most of our soils are suitable for Hibiscus, but all soils need the addition of plant food and water. Hibiscus will safely take temperatures down to freezing. Sometimes a 28-30 degree temperature will kill the tops of Hibiscus plants but they will generally come back and put out new growth in the spring and bear bloom on the new growth. It is wise to bank Hibiscus, especially choice grafted plants, to prevent the loss of such plants in the event of a hard freeze.

**PLANTING:** Prepare hole about twice the depth as the ball of earth around plants roots; remove the plant carefully from the can or pot. Using a mixture of 50% topsoil and 50% peat, leafmold or well decomposed manure, to which a handful of good commercial fertilizer of high organic fertilizer has been added for each foot of the plant height, the hole should be refilled to a point that will allow the plant to set in the ground at the same level as it was in the container or in the nursery row. Fill in around the plant firmly with the mixture mentioned above, watering it in well to prevent air pockets from forming. Leave a shallow basin around the plant to retain moisture.

**FERTILIZATION:** Since Hibiscus grow practically all year around, three applications of a good commercial fertilizer of a 6-6-6 formula (with a high organic content) is recommended each year. Newly set plants will probably not need as much fertilizer the first season as they will later, if the soil has been properly prepared; the amount of fertilizer per application will vary from an ounce for a very small plant to as much as four pounds for a very large one. Fertilizer may be broadcast around the base of the plant or applied by using the punch bar method. Fertilizer should be watered in well. If possible, fertilizer should not be permitted to settle on the foliage; if so, it should be washed off immediately to prevent leaf damage.

**WATERING:** Newly set plants should be soaked two to three times per week. After the plant is established, watering is necessary only in dry seasons.

**FLOWER BUD DROP:** Bud droppage is the sign of an unhealthy plant. Insects, rootknot, or a deficiency of one or more of the plant food elements may cause flower buds to fall prematurely. A poorly drained location or subjecting the plant to severe dryness may cause this; some few varieties also drop their buds in the spring until along in June when the growth is a little harder.

**INSECT PESTS:** The regular spring and fall cleanup is usually sufficient to keep Hibiscus clean. However, in cases of severe infestation, a specific spray may be necessary

## *Some of Central Florida's Favorite Hibiscus!*

- AMERICAN BEAUTY—large double deep fuchsia rose.
- APEX—Single flat orange yellow; darker center.
- BETTY CHALK—Single brilliant red with deep throat.
- BETTY KERSEY—large golden salmon single.
- BARON VON KLEINSCHMIDT—gorgeous double yellow.
- BRIDE—large single blush pink shading white.
- BRILLIANTISSIMA—large single bright red.
- BUTTERFLY—large double bright yellow.
- BUTTERCUP—clear single yellow.
- BRUCE PARNELL—large double brilliant orange-red with yellow undertones.
- BALL OF FIRE—large double red with yellow stamen.
- COLUMBIA—large peony form rose pink.
- DOUBLE YELLOW #40—(Sungold)—large double, yellow.
- DOUBLE YELLOW #50—(Goldenglo)—ruffled double golden yellow.
- EUTERPE—single salmon pink.
- FLAMINGO—large double ruffled carmine pink.
- FLORIDA SUNSET—single flowers of sunset shades with bronze margins.
- GOLDEN DAWN—large single golden orange with red veins and bronze center.
- GRANDIFLORA—bright light pink with dark eye.
- HELEN WALKER—ruffled single apricot pink.
- HURRICANIA—double of lovely reddish pink shade.
- INDIAN CHIEF—large single orange red.
- KILAUEA—large single yellow with pinkish center.
- KONA—large double flowers of exquisite light pink.
- KING OF TONGA—huge single orange red.
- LA FRANCE PINK—small bright pink flowers.
- LA FRANCE WHITE—small dainty pure white bloom.
- LILLIAN WILDER—large single shading from white to pink with deeper pink throat.
- LUTEA—soft buff yellow single with dark crimson eye.
- MRS FRED ANDERSON—ruffled yellow single with variegated pink center.
- MRS. JOHNSON—large single creamy pink with lighter eye.
- MME. X—ruffled double pink and white.
- PSYCHE—small single red with feathery edges.
- PEACHBLOW—large double peach pink.
- SUNSHINE—golden yellow single with deep pink throat.
- SINGLE YELLOW 101—lovely clear yellow single.
- SINGLE SCARLET—large single scarlet—heavy bloomer.

—HIBISCUS FROM 75c UP—

We have many other choice varieties in stock . . . some grafts and others on own root. Visit our display grounds and enjoy the lovely blossoms. We are open daily from 7:30 til 5:30. Altho we are closed on Sunday, visitors are welcome to drop by and enjoy the flowering shrubs in bloom.

**FLORIDA NURSERY GARDEN NEWS**

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"

**SERVICE IS OUR MOTTO:**

YOU—OUR CUSTOMERS—ARE THE MOST IMPORTANT FOLKS IN THE WORLD TO US . . . AND TO SERVE YOU BETTER IS OUR AIM. IN ORDER TO MEET THE NEEDS OF OUR CUSTOMERS, WE HAVE EXPANDED OUR ORGANIZATION TO INCLUDE EXPERTS IN MANY FIELDS, AND THE EXPERIENCE AND EDUCATIONAL BACKGROUND OF THESE MEN ARE AVAILABLE TO YOU. SOME OF THESE SERVICES INCLUDE:

**PLANNING AND DESIGNING DEPARTMENT**—a staff of eight graduate landscape architects is available to help you plan your home grounds for the maximum beauty and utility with the least maintenance. These men are experienced with plants, soil conditions, and climatic conditions, as well as landscape designing.

**EXPERIENCED PLANTING CREWS** . . . these men know how to prepare the soil properly for planting and how to handle plants so that they will grow off well.

**MAINTENANCE DEPARTMENT.** If you have problems of pruning, spraying and fertilizing, this should be called to the attention of our maintenance men, who can take care of this for you properly and at a minimum of cost.

**CONSTRUCTION.** We also have an experienced crew available for the construction of terraces, walls, patios, grills, etc.

**QUALITY PLANT MATERIAL.** We have more than two hundred acres of well grown, healthy plants suited for Central Florida soils and climatic conditions.

**OUR EXPERT ADVICE IS YOURS FOR THE ASKING.** CALL OUR OFFICE AND ASK FOR AN APPOINTMENT WITH ONE OF OUR EXPERIENCED PERSONNEL TO CALL AT YOUR HOME OR PLACE OF BUSINESS TO DISCUSS YOUR PROBLEMS. THERE'S NO OBLIGATION!

## *Questions You've Asked About* **FLORIDA GARDENING!**

**Q.** Last year my Poinsettias were tall and leggy. When can I cut them back?

**A.** If you did not prune your Poinsettias in July, do it right away. If possible, you should never prune Poinsettias after the first week in September; otherwise the flowers will be very small.

\*

**Q.** How often should I divide my Gerberas?

**A.** Gerberas should not be divided every year, but left to form a large clump. This will give you larger flowers and more bloom. Usually every three to four years is often enough to divide the clumps.

\*

**Q.** Why is it recommended that we prune most of our shrubs and trees in late spring or summer?

**A.** Because the sap is up and the growing season is upon us, and the plants very soon send out new shoots to cover the ragged end of the branches.

\*

**Q.** My Camellia plants are turning yellow in blotches on the foliage. Can you tell me what is wrong and how to correct it?

**A.** Camellias prefer an acid soil, with a pH of about 5.4. It may be that your soil is too alkaline, or that the chemical balance of your soil is wrong. We would recommend that you have a soil analysis made and see what chemical treatment may be required. This should be done immediately in order not to interfere with this season's bloom.

\*

**Q.** When should we plant Gladioli?

**A.** Gladioli may be planted from September until May; however, late plantings should be in semi-shaded locations to do their best, as they do not do well when the sun is too hot on the flowering spikes. Since Glads are heavy feeders, prepare your beds with ample peat and add bone meal or cotton seed meal for added nitrogen. This will insure heavy bloom spikes.



IT'S TIME FOR OUR ANNUAL

# 1c HIBISCUS SALE!

FORM 3547 REQUESTED

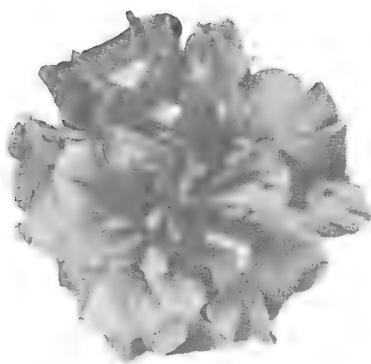
## SPECIAL 1c HIBISCUS SALE

**BEGINS NOW ---- ENDS SEPTEMBER 30th**

BUY ONE PLANT AT THE REGULAR PRICE,  
THEN GET ANOTHER OF SAME VALUE FOR

**ONLY 1c**

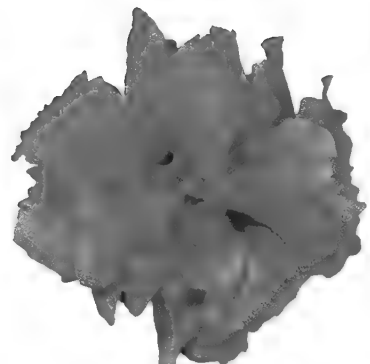
—CASH & CARRY ONLY—NO DELIVERIES—



Many colors—many varieties—many sizes! This sale includes both balled and burlapped field grown material with spread equal to height, as well as container grown stock.

**COME EARLY FOR BEST SELECTION**

Salesyard open daily 7:30 to 5:30 except Sunday



## COLORFUL SHRUBS FOR GARDEN ACCENT!

**ALLMANDA.** Large dark green leaves with trumpet shaped, deep yellow flowers, \$1.00 up.

**CROTONS.** Vivid foliage in wide color range and leaf texture. Very showy. 75c up.

**DURANTA PLUMIERI.** Terminal spikes of lavender-lilac flowers followed by golden berries. \$1.00 up.

**IXORA COCCINEA.** Shining dark green foliage and terminal clusters of brilliant red flowers. 60c up.

**IXORA LUTEA.** Clear butter yellow flowers in terminal clusters. Good foliage. 60c up.

**IXORA MACROTHYRSA.** Giant Ixora with brilliant red flowers in terminal clusters as large as dinner plates. Rough large foliage. 60c up.

**JASMINE ILLICIFOLIUM.** Shining green pointed foliage and terminal clusters of fragrant white flowers. Very dense grower. \$1.50 up.

**LANTANA DELICATISSIM.** Vining plant with delicate fern-like foliage and clusters of lavender flowers. \$1.00 up.

**LANTANA GOLDRUSH.** New variety with deep green foliage and bright yellow flowers. \$1.50 up.

**TABERNAEMONTANA CORONARIA.** Fleur d'Amour used widely by florists for corsage work. Fragrant white flowers and shining dark green foliage. \$1.50 up.

**THYALLIS GLAUCA.** Small round light green foliage with terminal clusters of brilliant yellow flowers. \$1.50 up.

**NEW! - - - EXCITING!**

**SUMMER FLOWERING CALLIANDRA . . . DWARF GROWER PRODUCING BRIGHT RED FLOWERS ALL SUMMER. BE SURE TO SEE IT!**



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. 1

OCTOBER 1954

NO. 12

## CITRUS TREES A "MUST" FOR YOUR GARDEN!



### BEARING CITRUS TREES ARE NOW AVAILABLE

Not many years ago if you wanted a citrus tree you had to cut it back to a stump to transplant it and then wait for several years for it to establish a root system and grow a top before you could expect any fruit. TODAY, WITH CONTAINER GROWN AND FIELD GROWN BALLED AND BURLAPPED STOCK AVAILABLE, YOU MAY TRANSPLANT A TREE IN FULL GROWTH WITH BLOOM OR FRUIT AND ENJOY IT IMMEDIATELY! There is no waiting—your tree is bearing size, and each year it grows and increases in size and in the amount of fruit borne. Now you don't need to plant trees from which your grandchildren can harvest fruit—PLANT FRUIT TODAY—PICK FRUIT TOMORROW!

ORANGES	GRAPEFRUIT
TANGERINES	SATSUMAS
LEMONS	LIMES
CALAMONDINS	TANGELOS
KINGS	TEMPLES
KUMQUATS	

BUSHY TREES PRICED FROM \$4.00

—See Them Today—

FLORIDA GROWS MORE CITRUS COMMERCIALY THAN ANY OTHER STATE; MOST FLORIDIANS ARE WELL AWARE OF THE HIGH NUTRITIONAL VALUE OF CITRUS—YET THERE ARE MANY FLORIDA HOME OWNERS WHO DO NOT HAVE A SINGLE CITRUS TREE ON THEIR PROPERTY! NOT ONLY ARE THEY MISSING THE FRESH FRUIT, BUT THEY ARE MISSING THE THRILL OF PERMITTING THEIR NORTHERN FRIENDS TO GATHER ORANGES, GRAPEFRUIT OR OTHER CITRUS FROM THEIR GARDEN!

### CITRUS IS HEALTHFUL

There is no fruit so rich in important vitamins and minerals as tree ripened citrus fruit. Did you realize that Vitamin C, that vitamin so important to our well-being, is one of the prime factors? The high nutritional value of citrus makes it imperative that you use it for your family . . . so you need your OWN CITRUS SUPPLY!

### CITRUS IS VERSATILE

There are so many uses for fresh citrus fruit—think of the refreshing drinks, salads, desserts, etc.! All of these offer interesting ways to use citrus in your daily menus. Fresh citrus is far superior to store-bought citrus, so you need to be able to step out your own door and pick what you need!

### CITRUS IS ATTRACTIVE

There is no more glorious sight than a citrus tree with shining green foliage and golden yellow fruit—unless it is a citrus tree white with bloom and shedding fragrance over the entire neighborhood! Even for the few months when there is no bloom or fruit, you'll find the tree attractive for the foliage is evergreen. You may plant a citrus tree in the back yard, the side yard, row on row; or you may include citrus as part of your landscape planting, or as a specimen in your front lawn. It offers shade, too!

### CITRUS TREES INCREASE PROPERTY VALUE

One of the first things most folks ask about a piece of property they are interested in purchasing is about the fruit trees—and in Florida it's citrus! Not only do folks want nice fruit trees, but they are willing to pay more for the property with nice citrus trees. If you are planning to build a house for resale, be sure to plant some citrus—it always pays!

### BEARING SIZE CITRUS ARE INEXPENSIVE

You'll appreciate the nice values in our Container grown and field grown citrus; there are many varieties from which you may choose, and our salesmen will help you work out a planting which will assure you citrus for year-round eating for your family. Drive out today and see these trees for yourself!

## SELECT YOUR CITRUS FOR A YEAR-ROUND SUPPLY!

For your citrus planting you will want to use varieties which ripen at different times during the year, so that a constant supply of fruit is available. This will prevent any waste of fruit, as well as insure your family citrus to keep them provided with the vitamins and minerals which only citrus fruits can provide and which are so important to good health.

Here are some of the varieties recommended for family use. Note the variation in time of ripening, and that some varieties will hold on the tree for a longer period after the fruit ripens. All of these factors, as well as taste preference, should be taken into consideration when making a citrus planting.

### GRAPEFRUIT

MARSH SEEDLESS. Late. Smooth yellow skin. Seedless.

RUBY PINK. Early. One of the best. Ruby-pink color, often showing through the smooth skin. Seedless and very prolific. Fine flavor.

DUNCAN. Early. Fine quality fruit. Will hold on trees 'til May.

### LIME

KEY. Small, very acid, juicy fruit.

LAKELAND. Smooth-skinned, medium-sized fruit. Acid.

TAHITI or PERSIAN. Everbearing, with large fruit.

### LEMON

MEYER. Dwarf, with large fruit. Everbearing.

PONDEROSA. Giant Lemon of fine quality. Novelty.

### ORANGES

HAMLIN.—Early. Medium to large fruit of fine quality. Juicy.

KING. Midseason to late. Heavy skin but peels easily. Good flavor.

PARSON BROWN. Early. A favorite for commercial plantings.

PINEAPPLE. Midseason. Deep red fruit with a distinctive pineapple fragrance and flavor. A heavy producer.

SATSUMA. Very early. Smooth skin which parts freely from the pulp. Sweet and highly flavored.

SUMMERFIELD NAVEL. Early. Fine flavor. Best quality.

TANGERINE. A "kid glove" Orange of medium size. Rich spicy flavor. Deep orange in color.

TEMPLE. Late. Best of all Oranges. Very juicy and delicious.

VALENCIA. Late. Medium to large; good color. Finest quality.

### KUMQUAT

MARUMI. Round fruit 1 inch in diameter. Bright golden yellow rind, sweet, with pleasantly acid pulp.

MEIWA. Round, slightly larger than Marumi. Sweet when fully ripe.

NAGAMI. Oblong, 1½ to 2 inches long and 1 inch in diameter. Sweet golden yellow rind; acid pulp.

### OTHER CITRUS

CALAMONDIN. Orange-red, 2 inches in diameter. Thin skin, easily removed. Clear, acid juice.

TANGELO. A cross between a tangerine and a grapefruit. Easy to peel; smaller than grapefruit but similar in growth. Tops in flavor.

## HELPFUL HINTS ON CITRUS GROWING

1. **PLANTING TIME.** While commercial plantings are usually made during December, January and February, home plantings may be made at any time during the year. This is because the container grown citrus may be moved at any time without any damage to the root system and growing is not hampered or slowed down.

2. **SOIL REQUIREMENTS.** Any well drained soil will grow a citrus tree, for it is able to adapt itself to a wide range of soil conditions. It is best, however, to avoid either a stiff clay or an excessively sandy soil. Clay is too difficult to cultivate and sandy soils do not retain enough plant food.

3. **PREPARATION AND PLANTING.** Prepare location well before transplanting. Dig hole twice the size of the container or ball of earth around the roots. Pulverize the top soil well, and add about three pounds of good organic fertilizer to the soil and mix thoroughly. Remove the container from around the ball of earth and place tree in hole to same depth it originally grew. Fill in around the tree with soil mix and water well to prevent air pockets. Leave saucer about the tree to help hold moisture; a good mulch of oak leaves will also help.

4. **SPACING.** When planted in groves or larger areas, citrus should be spaced about 25 by 25 feet for oranges and 30 by 30 feet for grapefruit. This distance allows good cultivation by mechanical methods. However, for home plantings, usually on small properties, this distance may be cut down considerably, allowing about 20 feet for larger growing citrus and even smaller space for lemons, limes, kumquats, etc.

5. **FERTILIZATION.** Citrus trees are usually fertilized three times each year—in the early spring, midsummer, and late fall. A safe rule of application to follow is one pound of fertilizer for each year of age of the tree. The fertilizer should contain certain of the minor elements so important in citrus growth, including manganese, copper and soluble magnesium. For example, if you want to use a 4-7-5 formula of fertilizer it should have 2-3% soluble magnesium, 1% manganese, and 1% copper.

6. **PRUNING.** Citrus trees require very little pruning. However, they should be trimmed to keep the heads as low and spreading as possible for several reasons: first, fruit is easier to gather; second, there is less damage from wind; third, the low trees better shade their own root systems from the hot summer sun. Of course it is necessary to keep any shoots coming from below the graft trimmed off as they appear.

7. **SPRAYING.** Citrus trees occasionally become infested with insects, scales and fungi, and at such times they should be sprayed to clean up these conditions before extreme damage is done. Lack of space prevents a more lengthy discussion of sprays, but if you will bring in a branch or fruit which shows damage, our experts will gladly recommend the proper sprays.

8. **CULTURE.** Stirring the soil is beneficial because it loosens the surface soil and allows the air to penetrate deeper into the ground. The pulverization helps to conserve soil moisture also. Weeds and grass utilize a great part of the fertilizer if they are permitted to grow close to the citrus tree, so they should be kept removed. If you are growing a tree as specimen in your lawn, it is important to keep the lawn grass removed in a large circle in order to give the tree every opportunity to do its best.

*Contact Us If You Have Other Citrus Problems*

# ▶ EVERY OTHER PALM MUST GO!



The Palms marked "X" must be moved.

## ◀ COCOS PLUMOSA, OR QUEEN PALM - FLORIDA FAVORITE

### THEY ARE BEAUTIFUL PALMS

These are healthy, well grown palms from our especially selected strains of hardy Cocos Plumosa, with heavy heads and sturdy trunks; they are particularly adapted to Central Florida soils and climatic conditions.

### BUT WE ARE CROWDED !!!

These palms need more room to develop properly, and must be thinned out right away

## SO HERE'S A REAL BARGAIN:

SALE ENDS OCTOBER 31st—COME GET YOURS NOW!

2-3 foot palms.....	regular price	\$2.50	NOW ONLY	\$1.89
3-4 foot palms.....	regular price	3.50	NOW ONLY	2.79
4-5 foot palms.....	regular price	5.00	NOW ONLY	3.79
5-6 foot palms.....	regular price	6.00	NOW ONLY	4.49
6-7 foot palms.....	regular price	7.00	NOW ONLY	5.39

(All prices quoted F.O.B. our nursery)

◀ These palms are graded liberally; they are not measured overall, but the height above applies to the measurement to the bud plus half the top. This assures you palms quite a bit taller than the measurement as indicated above.

If you can use 50 or more of these palms at one time, ask us for special quantity prices.





## FLORIDA NURSERY GARDEN NEWS

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N. 14th St.  
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FLORIDA

S. Orange Ave.  
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OCALA



OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



### HAVING LAWN PROBLEMS?

Lawns are a vital part of any landscaping. No matter how many fine specimen plants are used in any planting, or how pretentious the house may be, the effect is lost without a good lawn. The beautiful carpet of rich green grass is the indispensable final touch.

This past summer has brought heartaches and expense to almost everyone who owns a lawn. If the chinch bug didn't get in your lawn, the sod-web-worm or the army worm did. The tragedy is that because of the reproductive cycle of the insect, they just kept coming!

Control is difficult because of the reproductiveness. For example, a female chinch bug lives from ninety to one hundred days and lays from two to five eggs every day of her life. These eggs hatch in nine to fourteen days, and it takes another 35-60 days for the nymph to grow to adult size. They over-winter in Florida, therefore you should repeat the spray treatment every thirty to forty-five days until you have wiped out the infestation. Then you have no assurance that an adult from your neighbor's yard has not laid some eggs in your lawn to reinfest it again.

Here is our recommendation:

1. Spray at regular intervals until your lawn is free. Immediate action is an important factor in lawn pest control, and you should have your lawn sprayed at the first sign of damage. Our experts have arrived at a formula which will assure control, when applied with complete coverage and proper pressure. Our pressure equipment insures the spray solution being driven through the sod down into the area where the bugs live.
2. Encourage all the folks in your neighborhood to spray likewise—or else their bugs may migrate to your lawn.
3. Urge city commissioners to force property owners to keep vacant lots clean during the summer, so the moths will not hide there and spread the worm infestation.
4. Replant your lawn where necessary, and as soon as cool weather comes fertilize it to condition it.
5. Watch for any future sign of reinfestation and spray at once.

## Questions You've Asked About FLORIDA GARDENING!

- Q. What is the difference between the Cape Jasmine and the gardenia?
- A. The Cape Jasmine is the common name for Gardenia Florida, and is one of central Florida's most popular shrub. However, because of the fact that it is quite susceptible to root knot, grafted plants are preferred as they live longer. There are many hybrid variations of the Gardenia, and with careful choice you may have bloom almost the entire year.
- Q. What is a succulent?
- A. Succulent is not the name of one specific plant, but is a term applied to a group of plants belonging to many different orders. These plants are so grouped because they store moisture in the stem and fleshy leaves and can withstand dry periods of varying length.
- Q. What annuals may be planted now for winter and spring flowering?
- A. Ageratum, Alyssum, Aster, Centaurea, Balsam, Didiscus, Calendula, California Poppy, Coreopsis, Candytuft, Carnation, Chinese For-get-me-not, Delphinium, Larkspur, Linaria, Lupine, Scabiosa, Nasturtium, Pansy, Petunia, Phlox, Dianthus, Queen Anne's Lace, Salvia, Strawflower, Helianthus, Sweet Peas, Tithonia, Verbena, Vinca.
- Q. The new shoots and foliage of my Crepe Myrtle are covered with a white powdery growth and are dying back. Can this be controlled by spraying?
- A. This condition is commonly known as Powdery Mildew, and a good control measure is a complete saturation of the trees with a good fungicide such as Orthocide 50 or Greenol. In cases of extreme infestation, you may need to follow the first spraying with another in about ten days to two weeks.
- Q. Why are some orchids grown in soil and others in baskets of rough moss?
- A. Orchids are divided into two horticultural divisions, Epiphytal and Terrestrial. The epiphytal are those getting their food from the air and they are attached to fern roots, or put in baskets of osmundi fibre, or may be attached directly to tree trunks. The epiphytal group include the Cattleyas, Brasso-Cattleyas, etc. as well as Epidendrums, Vandas, and many other types. The Terrestrial group are those which require soil, and these include the Phaius, the Lady Slippers, etc.

*Plant Citrus Tree Today--  
Pick Fruit Tomorrow!*

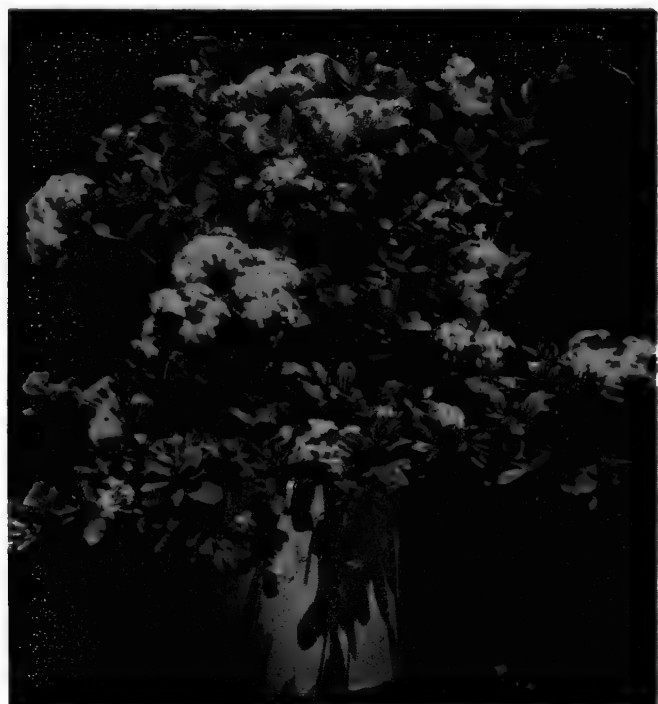
*--See Details Inside--*



FLORIDA NURSERY AND LANDSCAPE CO.  
Leesburg and Ocala, Florida

FORM 3547 REQUESTED

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Leesburg, Fla.  
Permit No. 15



## HERE'S SUMMER GLORY FOR YOUR GARDEN— FLORIDA'S FLAME OF THE WOODS!

Botanically known as *Ixora Coccinea*

EVERGREEN SHRUB WITH GLOSSY GREEN FOLIAGE  
VIBRANT RED BLOSSOMS BORNE IN ABUNDANCE  
BLOOMS EIGHT TO TEN MONTHS EACH YEAR  
PREFERS FULL SUNLIGHT  
GROWS RAPIDLY—NEW FOLIAGE CONTRAST  
EASY TO GROW  
RELATIVELY INSECT FREE  
ADAPTS TO ANY SOIL  
PRUNES INTO ANY SHAPE

It's incomparable as a shrub for our section—useful for hedges,  
specimen, foundation planting, shrubbery borders—

SEE OUR FINE PLANTS TODAY—PRICED 49c up!

## OCTOBER CHECK LIST FOR YOUR GARDEN—

If you want your garden to look its best this winter, there are certain things you should do this month. Check this list and see how you stand:

- |   |                              |                             |
|---|------------------------------|-----------------------------|
| Do you need to prune to make your plants more shapely?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you fed your plants lightly to keep them healthy?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you edged your lawn and cleared out all weeds in the flower beds?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you added any shrubs to fill in bare spots?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you planted any annuals for added color?   | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you planted Easter Lilies, Gladioli, etc?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Did you mulch your Azaleas, and Camellias with leaves?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have you checked to see if you need a general spraying?   | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Did you apply a generous application of lawn fertilizer?  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| If you are having yellow foliage on some of your plants have you sent sample of soil for analysis so you may correct the trouble? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

IF WE CAN HELP YOU WITH ANY OF YOUR PROBLEMS, CALL US OR STOP BY TO SEE US. WE CARRY COMPLETE LINE OF FERTILIZERS, SPRAYS, ETC.

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

NOVEMBER, 1954

NO. 1

## IN HAWAII IT'S LEHUA HAOLE -- CALLIANDRA TO YOU!



### HOW TO GROW CALLIANDRA

This is one plant with which you will have little trouble, since it adapts itself to almost any soil condition as long as it is well-drained. In planting, a 50% peat and topsoil mix, with a little organic fertilizer added, will get the plant off to a good start. Be sure to select a plant for the space. If you want a large tree, be sure to allow more room than if you plan to keep it cut back.

An application of fertilizer three to four times per year, plus watering as needed in dry periods, will be all the care necessary. If you get a few mealy bugs or scale, a spraying will usually clear this up quickly.

We can't all go to Hawaii and wear leis of Powderpuff blossoms, but we can grow our own Powderpuffs with thousands and thousands of brilliant blossoms borne along the branches for many months of the year! These exotic blooms will make your garden a showplace every day!

No, Calliandra are not native to Hawaii—the Hawaiian name signifies that they were brought in by the white man—but they are widely grown there. Calliandras came from Tropical America and the Islands.

The name CALLIANDRA is from the Greek for beautiful stamen, and it is the stamen which compose the powderpuff which is so attractive in the bright colors. The foliage is a dainty compound type and is a very pleasing green all year. The foliage folds up in late afternoon and remains closed during the night. The seedpods are flat with thickened margins, but since the seedlings do not come true, air-layering is the primary method of propagation.

Florida Nursery and Landscape Co. is proud to have introduced Calliandra to our area, and we have tested each variety before offering it to the public. Here are some varieties which we can recommend:

#### GIANT RED POWDERPUFF

Botanically known as *Calliandra haematocephala*, this is probably one of the most widely grown varieties. It blooms for about five to seven months of the year in great profusion. It grows rapidly and makes an attractive and spectacular shrub or small tree to twenty feet. The foliage is a shining green, two pinnate with five to ten pairs of leaflets. The Powderpuff-like flowers, from which the plant gets its common name, are borne in hemispherical heads 2½-3 inches across. The bright crimson stamen with the black anthers make a brilliant show.

#### WHITE POWDERPUFF

The fragrant white flowers, powderpuff in appearance, make quite a show and this comparatively new variety is rapidly becoming a favorite. Botanically known as *Calliandra portoricensis*, this variety grows a little more slowly than the giant red. The flowers are borne in clusters along the branches during the winter months and early spring.

#### PINK POWDERPUFF

This is a particularly dainty spreading shrub with paint-brush-like flowers made up of white stamen tipped bright pink. This variety produces hundreds of the bright flowers all up and down the branches, and blooms about eight to ten months of the year . . . during the spring, summer and fall. The foliage is much smaller and more dainty in appearance also.

#### DWARF RED POWDERPUFF

*Calliandra emarginata* is a summer flowering, low growing Powderpuff from Puerto Rico. It spreads well, and works nicely in border plantings. The flowers are a deeper red than the giant Powderpuff, and are very attractive.

#### RAINBOW POWDERPUFF TREE . . .

This charming and unusual variety has brightly variegated foliage with cream and light green along with the green foliage when the new growth comes on. This produces red blossoms also, and blooms in the late winter and early spring.

MAKE YOUR SELECTION FROM OUR STOCK—  
PRICED FROM \$ .49 UP

# SHRUBS YOU NEED IN YOUR GARDEN!

GROWN BY FLORIDA NURSERY AND LANDSCAPE CO. FROM SELECTED STOCK!



**PODOCARPUS MAKI** . . . one of the outstanding shrubs for Florida. A beautiful evergreen with distinctive foliage, it may be kept sheared into a formal shape, or permitted to grow natural. It is wonderful for hedges, foundation plantings, entrance plantings, or for tubbed specimen for indoors or out. Many sizes available from 50c up.



**PHILODENDRON SELLOUM** . . . A beautiful tropical plant that withstands a temperature as low as 18 degrees! This is a self-heading Philodendron, which means it spreads from a central head instead of climbing as many do, and this makes it particularly valuable as a foundation plant, patio plant or plant box plant. It thrives both indoors and out. Priced from \$1.50 up.



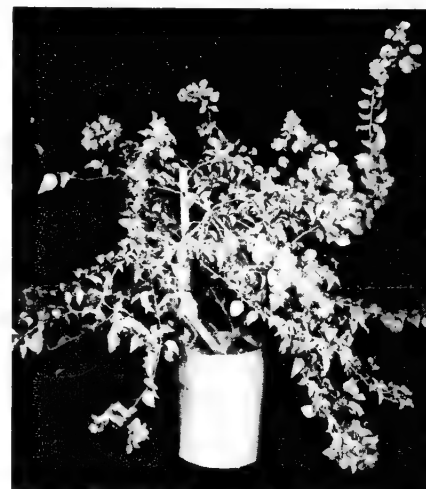
**MELALEUCA LEUCADENDRA** is the botanical name, but it has the common name of Punk tree—because of the many layers of peeling, spongy bark. It is also known as cajeput tree. It is used much as the birch is used in the north—it is wonderful for skyline effects, or for height. The flowers resemble a bottle-brush and are creamy white. Priced from 75c up.



It's almost **AZALEA** time, and you'll want to put yours in so you can enjoy this year's bloom as well as years to come! Vivid and pastel shades—giants and dwarfs, early and late bloomers—you have all of these in Azaleas! You'll want to see our heavy field grown plants with rich green foliage—and you'll find exactly what you are looking for at Florida Nursery! Priced from 35c up.



**SCHEFFLERA** (*Brassaia actinophylla*) is an attractive shrub that is easy to grow, and yet gives that tropical atmosphere so desired. It is wonderful for tubbed specimen, for patio use, and for indoor and outdoor planting boxes. Ask us for our recommendations for its use. Priced from \$1.50 up.



**BOUGAINVILLEA** is Florida's most popular and valuable vine. It is almost a year round bloomer, provides striking masses of vivid color, and is easy to grow. There is the *B. glabra sanderiana*, the purple flowering variety; *B. Crimson Lake*, the vivid red; *Barbara Karst*, a brilliant red; *Afterglow*, a rosy salmon shade. Priced from \$1.50 up for blooming size plants.



## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



## IS YOUR GARDEN OUT OF DATE?

As you step into your 1954 Cadillac, wearing your Dior dress with carefully chosen accessories, with your hair done in the latest style—are you ashamed to look back at your house and garden?

Styles in gardens change, too; are you still dated by the foundation planting of over-grown, uninteresting shrubs in a hodge-podge?

The trend today is toward informal colorful plantings with livable patios, terraces, etc—all of which are designed for a minimum of maintenance and give you the maximum of pleasure.

Today your garden—no matter how simple or how elaborate—is a symbol of your individual personality, your artistic tastes, your love for beauty. Your children are taught to appreciate beautiful plants and plantings as well as art and music and other finer things.

No longer do you plant a few *Aborvitae* or *Ligustrum* around the foundation of your home and call it "landscaped." Instead you use materials that compliment the type of structure and the building material; you use shrubs to insure privacy; you use varieties that insure color all year long; you plan your garden to meet the recreational needs of your family; you plan a setting to increase the valuation of your property in the event you want to sell.

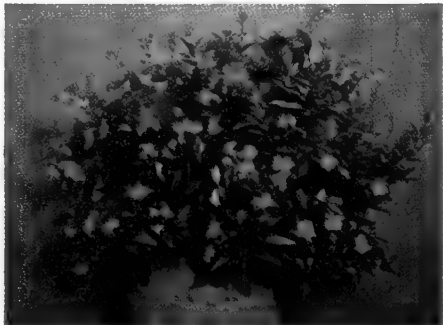
It's easy to bring your garden up to date—just call for a date to have one of our Graduate Landscape Men to talk the matter over. Whether it's a face lifting for an old established garden or a new house to be planted, Florida Nursery and Landscape Co. can design a planting that will make you proud!

Don't forget that we have an expert crew available to take care of the necessary spraying, pruning, fertilizing, etc. to get your grounds looking their best. Call our office and ask them to stop by.

## Questions You've Asked About FLORIDA GARDENING!

- Q. I am trying to get some palms started but the tips of the leaves turn brown and die. What is the trouble?
- A. You failed to tell us how you are growing these palms. If in seed flats, then they may be too crowded or have utilized all the food available in the limited space. If this is true, you will need to transplant the palms to give them more root space and more food. Another reason might be the application of too much fertilizer, burning the foliage. If you will write us explaining these possibilities and send us a specimen leaf perhaps we can help you further.
- Q. Should I fertilize my Azaleas now?
- A. Only a very light application should be given, for any stimulation to new growth now will harm the new buds and cut down on this season's bloom. If your plant is a healthy green, I would not fertilize it now.
- Q. Why do small Cocos Plumosa have broad leaves at the bottom?
- A. These are the young leaves. You will notice that the character leaves or mature leaves are wider and longer than the baby leaves and split along the veins to form the type foliage we know and recognize.
- Q. Should lawns be fertilized now?
- A. Yes, lawns need a good application of fertilizer in the fall to help them through the winter months. We recommend fertilizing lawns three to four times per year, using a high organic fertilizer that will become available over a period of time, furnishing a sustained food supply for the lawn.
- Q. What is a confederate jasmine?
- A. This is the common name for *Rhyncospermum jasminoides*, a vine with shining green foliage and blooming in the spring with an abundance of lovely white fragrant flowers. Not only is it useful for a vine for trellis or fence, but for ground covers or to use as a soil erosion preventative along banks, etc.
- Q. What berried plants can I use for cut foliage for holiday decorations?
- A. Since it is against the law to go out on another person's land to cut holly, etc., you will have to rely on your own garden. Berried plants you might grow include holly, pyracantha, ardisia, Brazilian Pepper, etc.
- Q. Last year many of my finest Chrysanthemums failed to open properly and I was told this was because of thrip. What can I do to prevent this?
- A. Begin spraying with Isotox or other good insecticide just before the flower buds begin to open and spray every ten days to two weeks until the color begins to show.

# Millions of Blossoms!



Thryallis Glauca is a favorite shrub—provides us with yellow flowers all summer long, and the foliage turns bronze in the winter months to keep providing color!

You'll find a spot for these—Priced 75c up.

FLORIDA NURSERY & LANDSCAPE CO.  
LEESBURG AND OCALA

FORM 3547 REQUESTED

ENJOY FALL DECORATIONS FROM YOUR GARDEN WITH

## CHINESE HAT FLOWERS

You can make fascinating and striking arrangements with the willow-like foliage and the clusters of tubular curved red flowers with a brick-red widely flaring calyx at the base—they really do look very much like Chinese Hats!

Attractive in the garden all year, this fall flowering shrub is a must for every Florida gardener. It is easy to grow, requires no special soil, fertilizer or sprays, and rewards you with an abundance of flowers! It's inexpensive, too. Priced from \$1.00 up.

The nurseryman calls it *Holmskioldia sanguinea*, but folks who love it call it not only Chinese Hat Plant, but Mandarin's Hat, Cup and Saucer Plant, and Parasol Plant. You'll like it, too!



## HAVE YOU SUGGESTIONS FOR IMPROVING OUR BULLETIN?

Our bulletin with this issue begins our second year of publication. Our aim was to provide information about plants tested and proven for Central Florida, as well as on fertilizing, spraying, pruning, planting and other gardening problems of our area. We have tried to make the bulletin interesting but we need your opinions. WILL YOU PLEASE DROP US A NOTE AND ANSWER THESE QUESTIONS:

DO YOU RECEIVE YOUR BULLETIN REGULARLY?

DO YOU READ IT?

HAVE YOU FOUND IT HELPFUL?

DO YOU FILE IT FOR FUTURE REFERENCE?

DO YOU HAVE ONE OF OUR FREE BINDERS FOR THE SERIES?

(If not, please ask for it)

WOULD YOU LIKE AN INDEX FOR LAST YEAR'S BULLETINS FOR EASY REFERENCE?

HOW WOULD YOU LIKE US TO IMPROVE THE PUBLICATION?

IF YOU HAVE FRIENDS OR NEIGHBORS WHO WOULD LIKE TO RECEIVE THE BULLETIN PLEASE SEND IN THEIR NAMES AND ADDRESSES.

Our Address: Florida Nursery and Landscape Co.

Box 97, Leesburg, Florida or P. O. Box 390, Ocala, Florida.

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. 2

DECEMBER 1954

NO. 2

## GIVE GIFTS THAT GROW -- WE'LL PLAY SANTA FOR YOU!



**HOLLY.** Heavy fruited East Palatka strain. Produces abundance of bright red berries that are colorful for months. \$3.50 and up.

**AGAPANTHUS.** Blue Lily of the Nile. Bulbous plant with strap foliage. Light blue flowers in summer. \$1.50 each.

**ARALIA ELEGANTISSIMA.** New and unusual plant with lush palmate foliage of bright glossy green shading to reddish green. Pot plant, patio or planting box subject. \$1.50 up.

**BRAZILIAN PEPPER.** Deep green foliage and bright red berries along slender branches. Provides abundance of holiday decoration. \$1.25 and up.

**CALLIANDRA.** Powderpuff Tree. Lovely red puffballs borne in profusion all winter and spring. Fast grower. \$.75 and up.

**CAMELLIA JAPONICA.** The aristocratic favorite of the south. Attractive foliage and beautiful blossoms in a variety. Treasured by any homeowner. \$2.00 and up.

**CAMELLIA SASANQUA.** Fall flowering shrub with small shining green foliage. Grows faster than C. Japonica. Blooms heavily in fall. Colors range from white to cherry red. \$1.25 and up.

**CITRUS.** Container grown, bearing size trees. Includes Oranges, Grapefruit, Lemons, Limes, Kumquats, Calamondins, etc. \$4.00 and up.

**DRACENA.** These plants in variety offer colorful foliages valuable as house plants, patio plant or planter boxes. See the many different varieties from \$1.50 and up.

**FATSIEDERA.** Another new and unusual plant for indoor or patio use. Large ivy-like dark green leaves borne on slender branches. \$.75 and up.

WHY NOT DO YOUR CHRISTMAS SHOPPING EARLY AND EASILY THIS YEAR, AND BE READY TO ENJOY THE PRE-HOLIDAY SEASON?

PLANTS MAKE AN IDEAL GIFT--EVEN THE PERSON "WHO HAS EVERYTHING" WILL ALWAYS ENJOY AND APPRECIATE A PLANT! BRING OUT YOUR CHRISTMAS LIST AND LET US GO OVER IT WITH YOU. SOME OF YOUR FRIENDS MAY BE OUR CUSTOMERS AND WE PROBABLY KNOW OF SOMETHING THEY PARTICULARLY WANT!

IF YOU LIVE IN OUR REGULAR DELIVERY AREA, YOU MAY SELECT THE GIFT AND LEAVE YOUR CARD, AND WE'LL MAKE THE DELIVERY JUST BEFORE CHRISTMAS. IF YOU WANT IT PLANTED, WE'LL ARRANGE FOR THAT ALSO.

HERE ARE A FEW SUGGESTIONS FOR GIFTS, BUT YOU'LL FIND MANY OTHERS IF YOU DRIVE OUT AND BROWSE AROUND OUR SALES YARD. FLORIDA NURSERY AND LANDSCAPE CO. OFFERS MANY UNUSUAL AND RARE PLANTS THAT WILL THRILL THE HEART OF ANYONE ON CHRISTMAS MORNING!

**LIVISTONIA CHINENSIS** (Chinese Fan Palm). An especially attractive, slow growing fan palm that may be used indoors or out. \$2.00 and up.

**LOUIS PHILLIPPE ROSES.** The "Florida Red Rose" so popular for the everblooming, evergreen habits. Attractive for shrub borders, hedges, etc. \$2.00 up.

**NEANTHE BELLA PALMS.** A slow growing palm that is invaluable for indoor or planting box use, as well as in patio or foundation plantings. Dark green foliage and interesting seed heads make it fascinating. \$.50 and up.

**ORCHIDS.** Altho Orchids are tropical plants, they adapt themselves easily to Central Florida. Grow them outside in your palms or shade trees, and bring them in when temperature drops below 36-38 degrees. Many varieties available and some in bloom. \$3.50 and up.

**PHAIUS GRANDIFOLIUS.** Nun's Lily Orchid. Terrestrial orchid with attractive foliage and producing tall flower stalks each spring with 10-20 orchids measuring 3 to 4 inches across; these are silvery white outside, yellowish brown inside, with a purple lip margined with yellowish brown. It is called "Nun's Lily" because within the lip is an ivory like replica of a white-hooded nun. \$3.50 up.

**PHILODENDRON.** Tropical in appearance, yet quite hardy unless the temperature falls to 18-20 degrees. These self-heading philodendrons are available in a number of varieties, all with various leaf formations. They make full, shrubby plants and are useful in many ways. Always a welcome gift. \$1.50 and up.

**PHOENIX ROEBELINI PALM.** This pigmy date palm is slow growing and a favorite for house plant, patio, planters or foundation plantings. Makes a beautiful plant for church, school or industrial plant. \$1.50 up.

**POINSETTIA TRIPLE FIREBALL.** Large, full flowers of brilliant red contrasting with dark green foliage. No garden is complete without a few of these for holiday decorations. \$1.75 and up.

**PYRACANTHA.** Bright red berries in clusters borne in profusion. Foliage shining dark green. Wonderful for holiday decorations and an exceptionally attractive shrub for any garden. \$2.00 and up.

**SCHEFFLERA.** This fascinating exotic garden plant is useful indoors and out. Mature plant produces exotic bloom. \$2.50 up.

# It's Tree Planting Time in Central Florida

EVERY SUMMER WHEN THE SUN IS BEAMING DOWN, FOLKS WANT SHADE TREES—BUT MOST SHADE TREES CAN NOT BE MOVED IN SUMMER. NOW IS THE TIME TO THINK OF NEXT SUMMER'S SHADE, BECAUSE:

- (1) TREES TRANSPLANT BETTER DURING THE DORMANT SEASON.
- (2) IT'S MORE ECONOMICAL, FOR YOU CAN GET BARE ROOT TREES DURING DECEMBER, JANUARY, AND FEBRUARY, AT HALF PRICE! (Those marked \* may be moved bare root.)

FLORIDA NURSERY AND LANDSCAPE CO. HAS A FINE SELECTION OF WELL GROWN, HEALTHY TREES IN MANY VARIETIES—ALL TESTED AND PROVEN SATISFACTORY FOR CENTRAL FLORIDA. HERE THEY ARE:

AUSTRALIAN PINES (*Casuarina cunninghamiana*). Finely cut foliage similar to that of true pines, tho smaller. Very rapid grower.

3-4' .....	\$3.00	6-8' .....	5.00
4-6' .....	4.00	8-10' .....	6.00

\*BLACK LOCUST. Very ornamental tree with compound lacy foliage and fragrant white flowers borne in spring.

4-5' .....	3.50	6-8' .....	7.50
5-6' .....	5.00		

CAMPHOR TREE (*Cinnamomum camphora*). Fast growing, spreading tree with shining bright green foliage. Black berries.

2-3' .....	2.50	3-4' .....	3.50
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CHERRY LAUREL (*Laurocerasus*). Shining green leaves; small creamy white flowers followed by glossy black berries. Hardy and rapid grower.

2-3' .....	3.00	3-4' .....	4.00
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CHINESE CHESTNUT. Blight resistant trees with large attractive foliage. Nuts of excellent quality.

6-8' .....	7.50	8-10' .....	15.00
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\*CHINESE ELM (*Ulmus Pumila*). Rapid growing, deciduous shade tree.

3-4' .....	3.00	5-6' .....	5.00
4-5' .....	3.50	6-8' .....	7.50

\*CRAPE MYRTLE (*Lagerstromia*). Deciduous small tree producing immense bouquets of flowers in spring and summer.

PINK: 2-3' .....	3.00		
3-4' .....	4.00	RED: 18-24" .....	2.00
WHITE: 3-4' .....	4.00	2-3' .....	3.00
5-6' .....	6.00		

\*DOGWOOD (*Cornus Florida*). Deciduous small tree with heart-shaped foliage and snowy white bracts produced in early spring before leafing out.

3-4' .....	3.50	6-8' .....	8.50
4-5' .....	4.50		

EUCALYPTUS. Tall slender tree with gray bark and pungent foliage. Fast grower.

3-4' .....	2.00	6-8' .....	5.00
4-6' .....	3.50		

ENTERLOBIMUM (Negro Ear Tree). Very fast growing, unusual tree. Umbrella spreading type. Compound foliage, inconspicuous powderpuff flowers followed by black seed pod resembling negro's ear.

2-3' .....	2.50	4-6' .....	4.00
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ILEX OPACA EAST PALATKA. Light green foliage; produces immense quantities of bright red berries that last well.

2-3' .....	3.50	4-5' .....	7.50
3-4' .....	5.00	5-6' .....	10.00

ILEX OPACA—LARGE SPINY LEAF. Dark green shining foliage and bright berries.

6-8' .....	15.00	8-10' .....	20.00 and 25.00
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JACARANDA. Lacy fern-like foliage and immense pannicles of bright blue flowers in early spring.

4-6' .....	3.50	6-8' .....	5.50
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\*LIVE OAK. Dark green foliage and spreading habit of growth. Moved only in Dec., Jan. and Feb. and bare root.

6-8', 2-3" cal. ....	10.00	12-15', 5-6" cal. ....	40.00
8-10', 3-4" cal. ....	20.00	12-15', 8" cal. ....	75.00
10-12', 4-5" cal. ....	30.00	15-18', 10" cal. ....	100.00

(This price includes planting)

LOQUAT (*Eriobotrya japonica*). Handsome, large leaved medium sized trees producing oblong yellow fruit. Evergreen, durable, and very desirable.

2-3' .....	2.50	5-6' .....	6.50
3-4' .....	3.50	6-8' .....	10.00
4-5' .....	4.50		

MAGNOLIA GRANDIFLORA. Pyramidal in growth, this tree has beautiful dark green foliage, and produces large white saucer-shaped flowers in spring and summer. Oval seed pods attractive when brilliant red seed protrude.

2-3' .....	3.00	5-6' .....	10.00
3-4' .....	5.00	6-8' .....	15.00
4-5' .....	7.50		

MAGNOLIA NIGRA. Deciduous magnolia; flowers large, tulip shaped; dark purple outside, creamy white inside.

2-3' .....	4.00	3-4' .....	5.00
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MAGNOLIA SOULANGEANA. Deciduous Magnolia blooming before foliage appears in spring. Flowers large, tulip-shaped, pink on outside and white within.

4-5' .....	6.50
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MELALEUCA LEUCADENDRA. Cajeput or Punk Tree. Slender tree with willowy branches and narrow gray green foliage. Flowers creamy white, shaped like bottle-brush. Bark soft, silver-white, cork-like, and peels off in layers.

2-3' .....	2.50	5-6' .....	6.00
3-4' .....	4.00	6-8' .....	7.50
4-5' .....	5.00	8-10' .....	10.00

\*MIMOSA. *Albizia julibrissin*. Rapid growing deciduous tree with fine, feathery foliage. Large heads of fluffy pink flowers borne at tips of branches in early spring.

3-4' .....	4.00	6-8' .....	7.50
4-5' .....	5.00		

PARKINSONIA. Jerusalem Thorn. Narrow pinnate leaves, drooping from a spiny tree. Numerous bright yellow flowers in loose racemes in early spring and summer.

4-6' .....	4.50	6-8' .....	6.50
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\*REDBUD (*Cercis canadensis*). Judas Tree. A deciduous tree with rounded leaves, producing an abundance of rosy pink flowers in early spring before the leaves appear.

3-4' .....	3.50	5-6' .....	6.00
4-5' .....	4.50	6-8' .....	8.50

\*RED MAPLE. *Acer Rubrum*. Fast growing tree with colorful red foliage. Deciduous.

3-4' .....	3.50	6-8' .....	7.50
5-6' .....	5.50		

\*SILVER MAPLE. *Acer dasycarpum*. Fast growing tree with silver foliage. Very attractive. Deciduous.

3-4' .....	3.50	6-8' .....	7.50
4-5' .....	4.50	8-10' .....	15.50
5-6' .....	5.50		

SILK OAK. *Grevillea robusta*. Dark green, fern-like foliage, silver beneath. Large trusses of orange-yellow flowers with an undertone of brown in early spring.

3-4' .....	3.50	6-8' .....	7.50
4-6' .....	5.00		

(All stock is container grown or balled and burlapped. Items marked \* may be moved during Dec., Jan., and Feb. at half price.)



## TREES—(Continued from page 2)

\*SWEET GUM. Liquidambar Styr. Rapid growing deciduous tree with bright green leaves in spring and summer, changing to brilliant shades of red and green in fall.

4-5' B&B ..... 5.00

\*TUNG TREE. Aleurites. Attractive shaped foliage. Flowers lovely light pink, followed by oily nut from which paint is mixed.

5-6' ..... 4.50      8-10' ..... 15.00

6-8' ..... 7.50

\*TULIP TREES. Liriodendron tulipifera. Tall symmetrical shade tree with dark green, unusual foliage. Flowers like inverted tulips. Greenish yellow with orange at base.

3-4' ..... 2.50      5-6' ..... 5.00

4-5' ..... 3.50      6-8' ..... 7.50

## Questions You've Asked About FLORIDA GARDENING!

- Q. Why are young orange trees banked in the fall?
- A. Citrus trees are budded onto a more sturdy rootstock, and the earth is banked around them to a point above the union of the bud so that in the event of severe cold the tender young tree will not be killed to a point below the bud. As the tree gets more sturdy, the bank will not be necessary, but usually for the first two to three years they are banked each winter.
- Q. When should you plant Roses in Florida?
- A. Roses should be dormant before they are dug for transplanting, so we believe that roses are best planted in December or January. During that period, too, we are having cool weather, so that the root systems have a chance to become well established before the growth begins. This assures you more vigorous, healthy stock. Select your roses carefully—sometimes bargain roses are not bargains after all!
- Q. Why do you grow so many plants in cans and tubs?
- A. Because they transplant more readily. With container grown plants, the root systems are not damaged when they are transplanted, so there is less danger of loss.
- Q. What is meant by "root-pruning?"
- A. Root-pruning is merely cutting part of the root system of the plant for a few weeks before the plant is dug to minimize the danger of loss. For example, a large Camellia has to be moved to another location. About a month or so before the plant is to be moved, the roots would be cut out from the plant by a sharp shovel. During the period between root pruning and moving, the feeder roots would develop within the root system inside the ball to be moved. Then when the bottom roots are cut to move the plant, there is only a little shock to the plant.
- Q. Should Azaleas be cultivated regularly, or just after flowering is over?
- A. Because of the shallow roots of the Azaleas, it is difficult to do any cultivation without injuring the root system. Instead of cultivation, mulch the plants with leaves; not only will this help to prevent weed and grass from growing, but will help to hold moisture and protect the shallow roots from damage from the hot summer sun. Any weeds should be pulled out.

## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.

Phone 158

LEESBURG

FLORIDA

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Ph. Ma-28345

OCALA

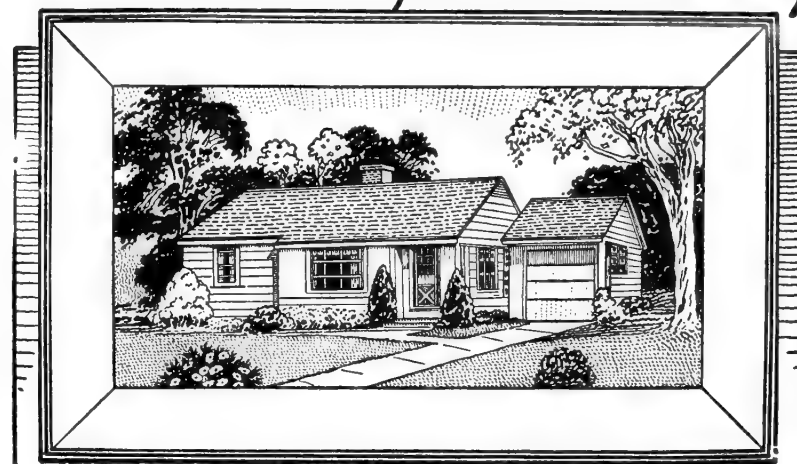
OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



## Artistic LANDSCAPING FRAMES Your House in Beauty



## YOUR NEIGHBOR HAS HIS EYES ON YOUR PROPERTY

No, he doesn't want to buy it from you—or on second thought, maybe he does if you have it beautifully landscaped and planted! Research shows that good landscaping boosts the resale value of a home ten to fifteen percent!

YOU CAN MAKE YOUR NEIGHBOR PROUD OF YOUR PROPERTY, BUT YOU CAN BE FAR MORE PROUD OF IT YOURSELF WITH "FLORIDA NURSERY" LANDSCAPING! BEAUTIFUL LANDSCAPING COSTS SO LITTLE AND CAN DO SO MUCH. YOUR WHOLE FAMILY WILL POINT TO YOUR HOUSE AND SAY MORE PROUDLY: "THIS IS MY HOME!"

Let us show you how attractively we can landscape your home grounds, as we have done for so many others in Lake, Sumter, Marion and Orange Counties.

There's no obligation in learning what we can do. Good landscaping spells better living.

NOW IS THE TIME TO PLANT—  
CALL US TODAY FOR A CONSULTATION!

**GIVE LIVING CHRISTMAS GIFTS THIS YEAR!**



*Blooming Azaleas  
many colors & sizes!*

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA  
"Millions of Plants"

Sec. 562 P.L.&R.  
U.S. Postage  
**PAID**  
Leesburg, Fla.  
Permit No. 15

FORM 3547 REQUESTED

## **CHRISTMAS BERRIES ALL YOUR OWN!**

Easy to grow, *ARDISIA CRENULATA*, or Christmas Berry, is valuable because of the shining foliage and the bright red berries that last and last! You can keep these in an attractive pot and use them for a house plant, or you may plant them in a shaded location to grow for cutting for use in holiday arrangements.

The Ardisia prefers a rich soil, high in humus content, and a well shaded location. They make a very attractive clump, and reseed themselves to make beautiful plantings to furnish plenty of cut sprigs and sprays for holiday decorations. They last well after cutting, and make a very nice Christmas corsage. Florida Nursery and Landscape Co. offers a selected strain of heavy fruiting plants from \$1.00 up.



## **A GIFT CERTIFICATE FROM FLORIDA NURSERY SAYS "MERRY CHRISTMAS" ALL YEAR!**

Of course almost everyone on your gift list would like a plant—and any growing gift reminds your friend for many years to come of your friendship and your thoughtfulness. If you haven't heard your family or your friend express a desire for some special plant, or planting, why not give them a gift certificate? After the holiday rush is over, they may leisurely visit the large Florida Nursery and Landscape Co. sales yard and find just the plant they want from our large stock of well-grown, healthy specimen plants!

The attractive gift certificates may be put in a box and wrapped attractively, or enclosed with a greeting card. . . . .

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

JANUARY, 1955

NO. 3

## PLANT AZALEAS FOR COLOR NOW -- AND LATER!



**AZALEA PRIDE OF DORKING**

We are proud of our heavy, well branched Azalea stock!

## AZALEAS ARE EASY TO GROW!

While Azaleas are usually planted between October and June, they may be set out during any month of the year if carefully handled. They will not grow in sand, but require an acid soil and thrive in rich peat.

Azaleas prefer semi-shade. However, they thrive better in full sun than in dense shade.

Prepare the soil thoroughly by spading in peat, well-rotted leaves, and good top soil. Do not add more than 50 per cent of peat and leaves, and avoid commercial fertilizers, poultry manure, and everything of this kind.

Plant in beds, to same depth that they originally grew. Water in well and stamp with the feet. Keep the plants moist but well drained. Like all plants with profuse foliage, Azaleas love a lot of moisture during hot dry weather. Frequent spraying of the foliage, as well as water for the roots, will keep them in bright, healthy condition.

Mulch with oak leaves to a depth of about an inch. Spray with Volck or some other good oil emulsion about once every four months, using a 1 to 60 solution. This is mainly for the prevention of red spider and scale.

Fertilizer should be applied in March and June, using a good application of Azalea and Camellia Special, since the soil should be kept slightly acid. In November a light application, not heavy enough to stimulate growth, will condition the plants for blooming season.

Call at our office or write for our special bulletin on growing Azaleas.

YES, YOU CAN PLANT AZALEAS IN FULL BLOOM AND BEAUTIFY YOUR HOME FROM THE VERY FIRST MINUTE! YOU CAN DO THIS WITH FLORIDA NURSERY AND LANDSCAPE COMPANY AZALEAS, BECAUSE:

Our plants are grown in special soils to insure heavy, fibrous root systems. Therefore, they move easily and safely, even when in bud and bloom.

During the growing period, our plants are pruned to make them more shapely. Heavier plants produce more blossoms, too!

Since our Azaleas are grown in full sun, they are strong, sturdy, vigorous plants. They are far superior to the shade grown plants offered usually. The spread is usually equal to or more than the height—not just a few leggy branches! The plant illustrated will show you what spread means!

So, with FLORIDA NURSERY AND LANDSCAPE CO. Azaleas, there's no guess work or waiting. Select budded or blooming plants in the sizes you want, work out your color combinations, and your planting gives you the desired effect immediately!

For bloom over a longer period of time, there are varieties that bloom at varying times—early, mid-season, or late; you may select tall growing, medium, small or dwarf varieties to give you the height variations to make your planting more attractive!

Every homeowner needs some Azaleas for winter and spring—the most beautiful flowering shrub in Central Florida! The wide color range, including pure whites, soft pastels and vivid shades, and the ease with which they are grown, make them invaluable and incomparable for Florida gardens!

—PRICED FROM 25c UP—

HERE'S A WORD WORTH REMEMBERING

≡ Z I N G ≡

WATCH FOR SPECIAL ANNOUNCEMENT!

# FACTS EVERY HOMEOWNER SHOULD KNOW ABOUT LANDSCAPING!

## DO YOU KNOW:

THAT the value of your home is increased fifteen to twenty five percent by good landscaping?

THAT eight out of ten homes are not landscaped, but are a conglomeration of plants set in at random?

THAT with a properly designed garden you have a minimum of maintenance?

THAT good landscaping is like good music—it soothes and inspires?

THAT proper landscaping can reduce summer temperatures of your home ten to fifteen degrees?

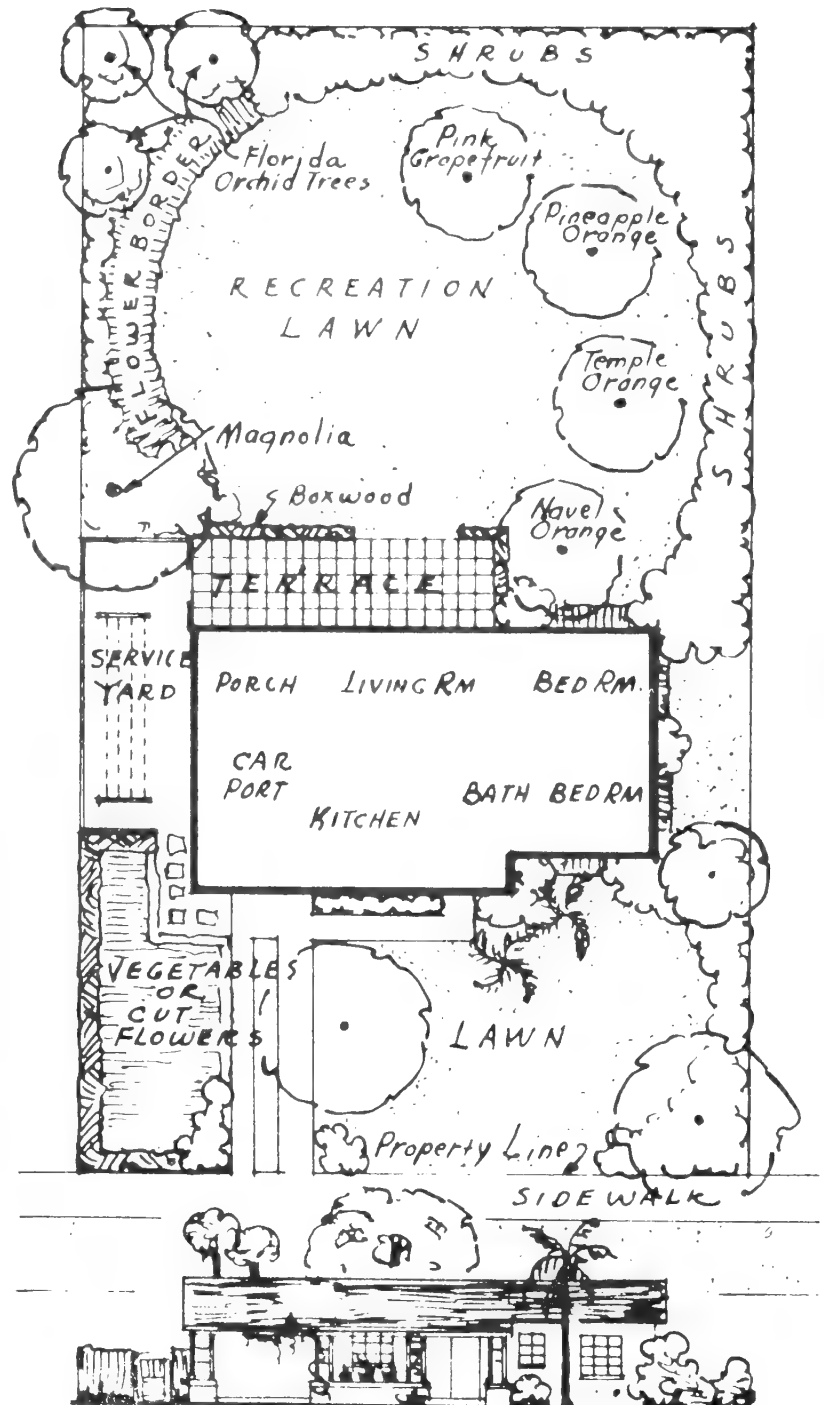
THAT you often are judged by outsiders by the appearance of your home?

THAT it really costs less in the end to have your work done by professionals who can design what you want and plant accordingly?

THAT if you are building a new home, you may include landscaping costs in the original loan and spread costs over a period of years, increasing your payments very little?

THAT in landscaping, just as in anything else, you get what you pay for?

THAT we have at your disposal our graduate landscape architects, our experienced personnel, our modern equipment, and our more than two hundred acres of well grown nursery stock?



If you are planning to build a new home, or would like to re-vamp your present overgrown plantings to give your home the "New look," let us give you an estimate. WHEN QUALITY IS CONSIDERED, FLORIDA NURSERY AND LANDSCAPE CO. IS NEVER UNDERSOLD.



**FLORIDA NURSERY GARDEN NEWS**

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"

**Plant Now For Fruit For Your Family!**

(These moved only in Dec., Jan. and Feb. when dormant)

**FIGS****CELESTE.** Small fruit; violet colored with rose flesh.  
Ripens June, July.

2-3' bare root 2.50    4-5' bare root 5.00

**MUSCADINE GRAPES****JAMES.** Large, black, juicy. August to late fall.**SCUPPERNONG.** Large, bronze, very juicy. August, September.**THOMAS.** Purple-red with sweet amber pulp.  
2 year plants, bare root, \$1.25**BUNCH GRAPES****BEACON.** Black, good quality. Early.**CONCORD.** Large, blue-black. Very sweet.  
Heavy producer.**NIAGARA.** Greenish yellow. Prolific. One of the best.  
2 year plants, bare root, \$1.00**PECANS****STUART.** Large, medium thin shells. Good quality nut.  
Very hardy and suited to Central Florida.4-5' bare root 2.25    6-8' bare root 5.00  
5-6' bare root 3.85    8-10' bare root 7.50**PEARS****PINEAPPLE.** Blight resistant; heavy fruiters. Flesh coarse but juicy.**HOOD PEAR.** Large, yellowish green fruit. Very juicy.  
2-3' bare root \$1.50    4-5' bare root 2.50  
3-4' bare root 2.00**PERSIMMON****GAILEY.** Small, oblate-conical, red. Used to insure pollination.**TANE-NASHI.** Large, conical, light yellow, changing to bright red.2-3' bare root \$1.50    4-5' bare root 2.50  
3-4' bare root 2.00    5-6' bare root 3.00**Questions You've Asked About  
FLORIDA GARDENING!**

Q. During the recent cold spell, my crotons dropped their leaves. Should I cut them back now?

A. We recommend waiting for a few weeks to see how far back the wood was damaged. It may be that just the leaf droppage is all the damage you have. If so, new shoots should begin to come out soon. If the stem is killed back, you can cut it back to the point where the new buds are coming out.

★ ★ ★

Q. Should I fertilize my Azaleas now?

A. No, and for two good reasons! If you fertilize now and stimulate new growth, you will probably force all the bloom buds off and lose your blossoms this season. Second, any stimulation to growth will make the Azaleas susceptible to cold damage. Azaleas are fertilized around March 15th to April 1st, and again in June. A light application may be made in September, but not enough to stimulate any growth.

★ ★ ★

Q. We have recently moved to Florida and know little about the grass and plant problems here. Our centipede lawn, which was very green until recently, has turned brown. Can you tell us why, and what we can do to make it green again?

A. Centipede grass is damaged by frosts and no doubt that is your trouble. A good application of fertilizer and plenty of water will green it up again. In the future, if you will wash the frost off the grass before the sun hits it, this will minimize the damage to your grass.

★ ★ ★

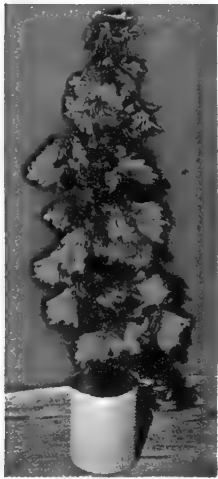
Q. Can you tell me the name of the rose known as the "Sweetheart Rose" and used for dainty corsages and bouquets?

A. This is perhaps the Cecile Brunner—one of the Floribunda roses that is wonderful for both bedding and cut flowers. It is a pale pink, with perfect shaped buds, and is everblooming.

**PEACH****JEWEL.** Best variety for Central Florida. Budded on wild plum root stock for better growth. Produces freely, medium to large peach of finest quality. Free stone. Ripen in May.

3-4' bare root \$2.25

# You Can Grow Florida's Famous Flame Vine!



Magnificent masses of these beautiful blossoms produced three to four months each year! A vigorous grower that drapes trellis, fence, or tree with glossy, dark green foliage and flaming color. Botanically known as Bignonia Venusta.

Healthy, container grown plants  
priced from

**\$1<sup>00</sup> up!**

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA  
"Millions of Plants"

FORM 3547 REQUESTED

EVERY FLORIDA GARDENER SHOULD GROW

## **ORIENTAL MAGNOLIAS!**

—SHOWY . . . FASCINATING . . . SPECTACULAR—

Grown especially for you by  
Florida Nursery & Landscape Co.!

These unusual blossoms not only add interest to the garden, but are magnificent for floral arrangements! They are long-lasting, and are very attractive used either in the bud stage (the buds are covered with brown fuzzy jackets like a pussy-willow), or in full bloom.

Oriental Magnolias are deciduous, losing their foliage in the winter, and bloom in the spring before the attractive large light green foliage appears.

**MAGNOLIA SOULANGEANA**—Flowers large, tulip-shaped; white suffused light pink. Very prolific bloomer, and this variety makes an attractive tree, sometimes to 25 ft.

**MAGNOLIA SOULANGEANA NIGRA**—small tree or shrub with compact growth. Large fragrant, cup shaped flowers of purple and white. Very free bloomer.

Limited stock, \$1.50 up.



# **ROSES WITH A BLOOMING FUTURE!**

THESE ARE CHOICE NO. 1, TWO YEAR OLD ROSES, CONTAINER GROWN; THEY ARE IN GROWTH AND BUDDED—SOME ARE IN BLOOM!

NOT ONLY ARE THERE STANDARD VARIETIES, BUT ALSO NEW PATENTED VARIETIES!

THESE ROSE PLANTS WILL MAKE LOVELY GIFTS, DOOR PRIZES, ETC.

BE SURE TO SEE THEM RIGHT AWAY WHILE THERE IS A WIDE CHOICE OF VARIETIES!

== **ZING** ==

SOMETHING YOU'VE NEEDED A LONG TIME—

BE SURE TO WATCH FOR THE SPECIAL ANNOUNCEMENT!

# *Florida Nursery & Landscape Co.*

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*Landscaping, Garden Designing, Tree Surgery*

PHONES: OCALA MARION 2-8345 • LEESBURG 158

*Leesburg, Florida*

January 28,  
1955

Library,  
United States Dept of Agriculture,  
Washington 25, D. C.

Gentlemen: Attn: Mr. Foster E. Mohrhardt

We regret that we have not issued a recent catalog. During the past year we have, however, issued a series of monthly publications which, in our opinion, serve in lieu of a catalog.

We are enclosing a binder containing such back issues of our "Florida Nursery Garden News" as are available and will place your name (as it appears above) on our mailing list so that you will receive forthcoming issues as published.

Yours very truly,

FLORIDA NURSERY & LANDSCAPE CO.

BY *A. L. Holtz*  
A. L. Holtz

ALH:ms  
Encl.

MEMBER

American Association of Nurserymen, National Landscape Nurserymen's Association, Southern Nurserymen's Association, Florida Nurserymen & Growers Association, Florida Agricultural Council, American Orchid Society, Florida Society Park Boards, American Seedmen's Association, Soil Science Society

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MILLIONS OF PLANTS

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# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

FEBRUARY, 1955

NO. 4



*Bougainvillea Glabra Sanderiana*

**BOUGAINVILLEA.** Probably the most widely planted and most handsome ornamental vine used in Florida. Rampant, tall grower with alternate stalked leaves and all the color coming from the large showy bracts grouped in clusters of three around the small, inconspicuous flowers (note illustration above). Bougainvilleas thrive in any ordinary garden soil, and require less watering than many other plants, since they are deep-rooted.

**FLORIDA NURSERY AND LANDSCAPE CO.** offers sturdy, well grown plants in a number of colors:

**B. AFTERGLOW.** Small yellowish-orange flowers surrounded by attractive yellowish-orange bracts. Good bloomer.

**B. BARBARA KARST.** Vigorous growing, heavy branching variety. Large crimson bracts make this a particularly colorful vine.

**B. CRIMSON LAKE.** Vigorous grower with dark green foliage and brilliant crimson bracts. One of the favorites.

**B. GLABRA SANDERIANA.** One of the heaviest bloomers; glossy green foliage and magenta-purple flower bracts.

Priced Only \$1.00 up.

**FOR COLOR —  
FOR PRIVACY —  
FOR SHADE —**

*Plant A Vine!*

FLOWERING VINES MAKE GRACEFUL DRAPERY OVER ARBORS AND WALLS, AND WHEN USED TO COMPLETELY CONCEAL AN UNSIGHTLY SPOT CAN SERVE TWO GOOD PURPOSES—NOT ONLY PROVIDE A SCREEN, BUT AN ATTRACTIVE PICTURE AS WELL! ON A PORCH, VINES PROVIDE SHADE AND PRIVACY. FAST GROWING AND COLORFUL, THEY MEET A DISTINCT NEED IN FLORIDA PLANTINGS. FLORIDA NURSERY AND LANDSCAPE COMPANY OFFERS YOU A VARIETY OF VINES THAT MAY BE USED EFFECTIVELY IN MANY WAYS.

**ALLAMANDA HENDERSONI**—evergreen. Large dark leaves with trumpet-shaped, deep yellow flowers.

**ALLAMANDA NERIFOLIA.** Evergreen trailing shrub with smaller flowers and foliage.

**ALLAMANDA WILLIAMSONI.** Vining type with light green leaves and deep yellow flowers about 3 inches across.

**ALLAMANDA BROWN BUD HYBRID.** Trailing, dense shrub, producing thousands of yellow flowers with brown on outside of bud and flower.

Priced from \$1.00 up

**BIGNONIA VENUSTA.** Florida's famous Flame Vine. Dense clusters of tubular, orange-red flowers in late winter and early spring.

Priced from \$1.00 up

**GELSEMIUM SEMPERVIRENS.** Carolina yellow jessamine. Evergreen foliage enhanced in early spring by clusters of bell-shaped, yellow flowers. Very fragrant.

\$1.25 and up

**RHYNOSPERMUM JASMINOIDES.** (Confederate Jasmine) Very attractive evergreen vine with beautiful dark green leaves and fragrant, star-like white flowers.

\$1.25 and up

**TECOMARIA CAPENSIS.** Cape Honeysuckle. Shrubby vine with bright, shining, pinnate leaves and terminal spikes of bright orange-scarlet flowers.

\$1.50 and up

**THUNBERGIA GRANDIFLORA.** Sky flower. Foliage large, dark green; pendulous racemes of large, lavender-blue flowers; blooms almost continuously throughout the year.

\$1.50 and up

# STOCK TESTED AND PROVEN FOR YOUR GARDEN!

Why experiment with stock when Florida Nursery and Landscape Co. offers you items proven suitable for Florida climates and soil conditions? Here are a few suggestions:



Beaucarnea, commonly called Nolina or Pony Tail, is a native of Mexico. This unusual and curious plant is very striking as a tubbed specimen, in a planting box, or for patio use. The odd bulb formation increases in size as the plant grows, and in cool weather the center rosette of foliage turns an attractive deep wine shade.

This is the "Something different" for which you've been looking!

Priced \$1.50 up.



Illustrated is the Camellia Sasanqua Mine-no-yuki, which is commonly called "Snow on the Mountain." The Camellia sasanqua comes in other varieties, including single and double flowers of pink, red, white, and white with colored margins around the edges of the petals.

Sasanquas are priced from \$1.50 up.

We also have a nice stock of Camellia japonicas in an attractive range of varieties. These are in bloom, and are container grown for easy transplanting. Priced from \$2.00 up.



The Neanthe Bella Palm, known botanically as Chamaedorea elegans, is a graceful, dwarf growing palm prized for pot use, or in planters, as well as in protected patios. It is a suckering type palm, with the leaves made up of broad segments carried on slender stems. It seems to stand dry air and heat indoors very well, and because it does not grow very rapidly, it is one of the most valuable palms for indoor use!

Priced, 50c up.



Azaleas are by far the best flowering shrub for Central Florida—and you'll find Florida Nursery has a wide variety available so that you may choose the size and color you prefer. Tall growing, medium-growers, and dwarfs—all ready for you and priced only 25c and up.



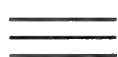
Accentuate the loveliness of your pot plants by putting them in California redwood tubs; banded with stainless steel, these tubs are sturdy and attractive. Select the size best suited for your specimen plants—and see how much more prestige your plants add to your sunparlor or patio!



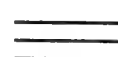
Viburnum odoratissimum is evergreen, hardy, and wonderful for foundation plantings, hedges, etc. The large, glossy dark green leaves are accented by fragrant white flowers in dense heads in early spring. Viburnum makes an attractive background for colorful shrubs—offer cold protection too!

Priced \$1.50 up.

WATCH FOR IT!  
WAIT FOR IT!



# ZING



YOU'LL LIKE IT!  
YOU NEED IT!

**FLORIDA NURSERY GARDEN NEWS**

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



**GOOD LANDSCAPING IS AN INVESTMENT—  
IT PAYS GOOD DIVIDENDS  
IN  
BEAUTY  
PLEASURE  
INCREASED VALUE!**

It has been said that the eyes are the windows of the soul—and truly it is a thrilling experience to see beautiful gems, lovely paintings, and attractive landscape plantings.

Perhaps you can not afford genuine jewels or original paintings, but you can have your home framed with plantings that will pay you regular dividends in beauty and pleasure.

Artistic landscaping increases the value of your home immediately—not only is it a source of pride to you and your family, but to your friends, your community and to all who pass your way.

FLORIDA NURSERY AND LANDSCAPE CO. specializes in "Gardens of Distinction." We'll be happy to give you an estimate (there's no obligation). You'll be surprised at how much beauty a dollar will buy at Florida Nursery!

**EXTRAS COUNT**—and here are some we offer:

**EXTRA NO. 1: OUR STAFF** of experienced graduate Landscape Architect-Salesmen who can design a planting that will give your home personality.

**EXTRA NO. 2: SALESMEN** who are acquainted with the soil and climatic conditions and can recommend the plants that will do best in your location.

**EXTRA NO. 3: PLANTS** scientifically grown, guaranteed true to name, and healthy.

**EXTRA NO. 4: EXPERIENCED MEN** to plant.

**EXTRA NO. 5: COMPLETE GROUNDS INSPECTION SERVICE** at regular intervals available on contract.

**EXTRA NO. 6: EXPERT MAINTENANCE MEN** who will do your pruning, spraying, fertilizing, etc. properly.

**NO CHARGE FOR ESTIMATES**

Phone Leesburg 158 or  
Ocala MA-28345 for an appointment.

## *Questions You've Asked About* **FLORIDA GARDENING!**

- Q. Should plants damaged by frosts be pruned back immediately?
- A. No. If you wait until the extent of damage is evident, you may not have to cut back as much as you first thought. Sometimes just the foliage is damaged and falls, and you don't need to cut the shrub back at all, since new foliage comes out as soon as warm weather comes.
- Q. Can Azaleas be transplanted while in bloom?
- A. Yes, for Azaleas have a very fibrous root system and if you will lift them with a nice ball of earth they move very easily.
- Q. When do you recommend fertilizing for best results?
- A. For lawns, you should fertilize three to four times per year, using a fertilizer with natural organic nitrogen. For shrubs, other than Azaleas and Camellias, we recommend a good feeding March 15th to April 1st, another June 15th to July 1st, and a light application about September 15th. For Azaleas, Camellias, etc. fertilize immediately after blooming season (March 15th-April 1st and again June 15th to July 1st). A special fertilizer is required by Azaleas, Camellias, Gardenias, Holly and other acid-preferring plants. Trees require fertilizing about the same as most shrubs, and on large trees you will need to apply by plugging.
- Q. We have read of the new Zoysia grass which is insect-resistant. Where can we see some of this growing?
- A. While several lawns of Zoysia has been planted last season, they have not yet completely covered so that you might get a good idea of how a lawn will look. We do have a plot of Zoysia in one of our walled gardens at our sales yard in Leesburg, and will be glad to have you call to see it.
- Q. Can you recommend a tree that will give shade in the summer yet lose its foliage to permit the sun to shine on our terrace during the winter?
- A. You can use Sweet Gum, Red Maple, Silver Maple, or Tulip Tree—all of these make nice trees and yet are deciduous, losing the foliage in the winter months.

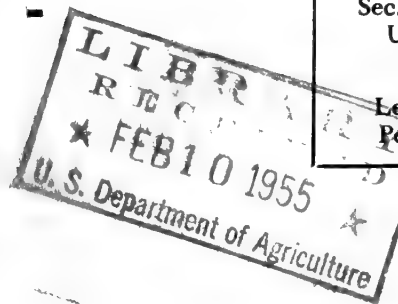
# FOR FRUIT - FOR SHADE - FOR BEAUTY - LOQUATS ARE TOPS!

(Eriobotrya japonica)



Handsome evergreen, large-leaved tree producing oblong yellow fruit. Very decorative and desirable. Our selected strain available in sizes from \$1.50 up.

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA



Sec. 562 P.L.&R.  
U.S. Postage  
**PAID**  
Leesburg, Fla.  
Permit No. 15

Library  
U.S. Dept. of Agriculture  
Washington 25, D.C.

FORM 3547 REQUESTED

## *You must own a Powderpuff!*

This is not for women only—even men gardeners will enjoy this attractive plant that produces thousands of brilliant puff-balls for many months each year!

No garden is complete without at least one of these magnificent CALLIANDRAS to furnish color . . . during the winter, late spring and early summer, the bright blossoms and most fascinating bud formations will add interest.

Illustrated is Florida Nursery and Landscape Co.'s giant red variety of Calliandra—a genuine favorite!

**AVAILABLE IN SIZES FROM 49c UP**

(Be sure to see our Rainbow, Pink, and summer flowering Powderpuffs, too!)



Calliandra Haematocephala

# BEARING SIZE CITRUS -- CONTAINER GROWN!

Every Florida homeowner should have citrus trees to provide sufficient fruit for the family's use. With Florida Nursery and Landscape Co.'s container grown trees, you can transplant trees in full leaf, even in bud and bloom, or in fruit! You can enjoy these bearing size trees from the day you plant them—some even have fruit on them now . . . so you can plant today and pick fruit from your own tree tomorrow!

With a wide choice of varieties available, you can plant a selection which will give you fruit as you need it.

**ORANGES:** Parson Brown, Pineapple, Summerfield Naval, Jaffa, Temple, Valencia, King, and Variegated.

**GRAPEFRUIT:** Pink Seedless, Ruby Red, Duncan, Marsh Seedless.

**KUMQUATS:** Meiwa, Nagami.

**LEMON:** Meyer, Ponderosa.

**LIMES:** Lakeland, Rangpur, Key, Persian.

**ALSO TANGERINES, CALAMONDINS, TANGELO, SATSUMAS**



**SEE OUR FINE STOCK  
PRICED FROM \$4.00 UP**



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

MARCH, 1955

NO. 5

## YOU CAN ENJOY A GARDEN OF ORCHIDS



### A PLANTING OF PHAIUS GRANDIFOLIUS IN FULL BLOOM IN APRIL 1954

Here is a wonderful start for your orchid collection—for of course **YOU CAN GROW ORCHIDS**—and it's lot of fun, too! The Phaius is a terrestrial or "earth-growing" orchid, and it is commonly known as the "NUN'S LILY ORCHID" because within the lip is an ivory-like replica of a white-hooded nun!

This versatile plant may be grown either as a potted plant or directly in the ground in the garden. The broad green leaves which come from a pseudo bulb are attractively veined, and are decorative for foliage even when not in bloom. The foliage and the bloom spikes vary in height according to the age of the plant and how it is fed; it is not uncommon to see well grown plants with leaves two feet long, and with bloom spikes three to four feet in height with dozens of Orchids on each stalk. The picture above will show you somewhat how they grow and bloom out in the open in Central Florida.

The flowers are three to four inches wide, with the petals and sepals somewhat pointed. They are a warm shade of brown flecked with silver and magenta, with a purple lip margined with yellowish brown. They make wonderful corsages, and since they open usually a few at a time up the spike, you have Orchids to make corsages or wear in your hair for weeks!

Natives of India, China, Malaysia and Australia, Phaius prefer a shaded location where they get plenty of light, a soil rich in humus, plenty of water, and lots of food. For best results, fertilizer should be applied about every two weeks; this assures you better foliage and more bloom. Many of our plants have two bloom spikes per plant.

We recommend that if you grow your Phaius in a pot that you repot them every year just after blooming season, shifting the plant to a larger pot. Large clumps may be divided to secure new plants, or they may also be propagated by layering the basal portion of the old flowering stems in sand or sphagnum.

THE FLORIDA NURSERY AND LANDSCAPE CO. has one of the largest collections of healthy, well grown Phaius in the south.

**CHOICE BLOOMING PLANTS, ONLY \$3.50 AND UP**

## IF YOU WANT MORE BLOOM FOR LESS COST -- PLANT MORE AZALEAS!



### INCOMPARABLE IN COLOR!

Wide color range from vivid shades to pastels in red, pink, orchid, white, and variegated flowers.

### MAGNIFICENT IN SIZE AND SHAPE!

Either giant flowers, hose-in-hose, semi-doubles, or tiny dainty bloom!

### BLOOM FROM FOUR TO SIX MONTHS EACH YEAR!

Wise selection of early, mid-season, and late varieties insure you plenty of color in your garden for months!

### HEIGHT AND SPREAD VARIATION OFFER WIDE USAGE!

Since some grow tall, others medium, and still others dwarf, they are wonderful for hedges, foundation plantings, borders, pots, boxes, etc.

### EASY TO GROW!

If planted and cared for properly the Azalea thrives beautifully in Central Florida. Ask for our free leaflet with complete instructions on how to plant and grow Azaleas successfully!

### AZALEAS ARE SO INEXPENSIVE!

**BLOOMING SIZE PLANTS, ONLY 25c UP**

Select yours NOW while they are in bloom—Enjoy them from the minute they are planted!

## NEED SUGGESTIONS?

WHETHER YOU HAVE A NEW HOME THAT NEEDS A COMPLETE PLANTING, OR HAVE AN OVER-GROWN PLANTING THAT NEEDS RE-VAMPING, OUR EXPERIENCED MEN WILL BE HAPPY TO CONSULT WITH YOU. THERE'S NO OBLIGATION!

EVEN IF YOU CAN'T AFFORD TO DO ALL YOUR WORK AT ONCE, IF YOU HAVE A COMPLETE PLAN, YOU CAN WORK TOWARD COMPLETION, KNOWING THAT IN THE END YOU WILL HAVE AN ARTISTIC PLANTING THAT WILL ADD VALUE TO YOUR HOME AS WELL AS INCREASE THE BEAUTY AND THE COMFORT.

IT'S A PROVEN FACT THAT MANY PEOPLE WHO DO THEIR OWN LANDSCAPING SPEND MORE MONEY FOR PLANTS THAT ARE MISPLACED THAN THEY WOULD HAVE SPENT FOR A PROPERLY PLANTED HOME.

A TELEPHONE CALL TO OUR NEAREST OFFICE WILL BRING ONE OF OUR GRADUATE LANDSCAPE MEN TO YOUR HOME TO DISCUSS YOUR PROBLEMS. WHY WAIT LONGER? IT'S PERFECT PLANTING WEATHER!

## COMING — COMING — COMING!

In the April issue of the FN&L bulletin, we will try to give you detailed information as to the importance of proper pruning, as well as some sketches to show you how to prune.

We'll also have a lot of good suggestions on fertilizing, spraying, and other maintenance problems.

Should you have a special problem along this line, why not drop us a note immediately and we'll be sure to include this information for you.

**APRIL IS TIME TO PRUNE, FERTILIZE, SPRAY, AND GET YOUR GARDEN LOOKING ITS BEST!**

HERE'S A WORD TO REMEMBER! **≡ZING≡** WATCH FOR SPECIAL ANNOUNCEMENT!

## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



*Anyone  
can grow  
Roses*



**OUR ROSES ARE  
GROWING IN CON-  
TAINERS . . . SOME  
ARE BUDDED TO  
BLOOM NOW!**

We have a nice range of varieties and colors—not only in the standard, but also in the patented varieties!

**Priced \$1.50 and up**

Growing Roses in Florida is not difficult. The main requirements for growing them successfully include:

1. **SUNNY LOCATION.** They need plenty of sunlight to produce sturdy plants and abundance of bloom.
2. **WELL DRAINED LOCATION.** Roses will not thrive in areas where water stands near the surface.
3. **RICH PLANTING BED.** Add about 50% peat or compost to your topsoil mix for planting.
4. **PLENTY OF FERTILIZER.** Feed roses well if you want good bloom. Give them food every three weeks.
5. **PLENTY OF WATER.** Just be sure to soak your rose bed at least twice each week. During dry weather, you may need more.
6. **GIVE YOUR ROSES A REST PERIOD DURING LATE SUMMER.** Withhold fertilizer and water for a couple of months. Then cut back and start feeding again.

## Questions You've Asked About FLORIDA GARDENING!

**Q.** Azaleas never grow for me. I plant nice plants in bloom, and they look nice for a few months, then turn yellow and finally die. Do you have any suggestions?

**A.** Azaleas prefer an acid soil, and since our soil is alkaline, we **MUST** add peat about 50-50 when planting. Dig your hole at least twice as big and twice as deep as the ball of the plant, and prepare it with peat. After blooming, fertilize, using a special Azalea fertilizer with acid base; fertilize again in mid-June or July, and give them plenty of water during the dry season. This will assure you nice looking plants and plenty of fine flowers next year.

\* \* \* \*

**Q.** I planted some annuals and they grew fine for a while, but now seem to have stopped growing and the new foliage is yellowish. What should I do?

**A.** Annual plants (plants which grow from seed and flower all in one season) take plenty of plant food. You should fertilize them every two to three weeks, keeping them growing, to get the best and most beauty from them.

\* \* \* \*

**Q.** When is the best time to transplant Camellias?

**A.** Any time between now and the first of April. The Camellias are now in as dormant a state as they will get and will move more easily before the new growth begins.

\* \* \* \*

**Q.** For a permanent shade tree, what do you recommend?

**A.** We believe an oak is longer lived and will give you more constant shade. Now large trees may be moved, and you no longer have to wait a long time for shade. Call us for quotations.

\* \* \* \*

**Q.** Now that new growth is coming out along the branches of my hibiscus that were damaged by the December-January freezes, should I prune back to the green area?

**A.** Yes. Now you can see how much definite damage was done . . . and you can prune back to good wood.

\* \* \* \*

**Q.** When should I fertilize my shrubs?

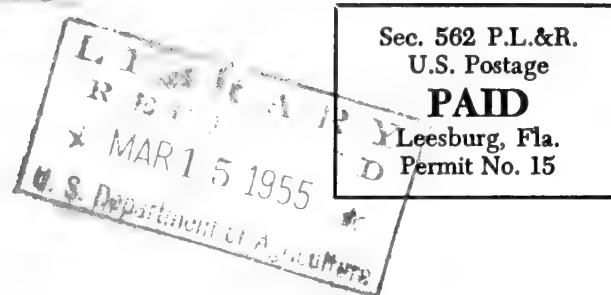
**A.** We recommend that no fertilizer be applied until late March or early April. If applied too early, the tender new growth may be frost-damaged.

# GROW ORCHIDS IN YOUR GARDEN!

PHAIUS GRANDIFOLIUS OR NUN'S LILY!  
Easy to grow—produces hundreds of blossoms.  
See page one for complete information!



FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA



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FORM 3547 REQUESTED

## CLIVIAS--

### THE ARISTOCRATS OF THE GARDEN!

Beautiful lush green foliage and wide open flowers in orange shades make Clivias a magnificent addition to any planting. If you have a shaded location where there is plenty of light and air, you'll enjoy their blooms in March and April, when each plant produces from ten to twenty-five flowers borne in umbels.

Unlike other members of the Amaryllis family, the Clivia is evergreen. Plenty of water and a frequent application of fertilizer will assure you a choice specimen with plenty of colorful bloom.

WONDERFUL FOR TUBS, POTS, OR OUTDOOR  
PLANTINGS

\$3.50 AND UP



## CALIFORNIA REDWOOD BY THUNDERBIRD!



FOR BEAUTY — FOR DURABILITY —  
FOR DISTINCTION!

HANDSOME FENCES IN FOUR POPULAR STYLES!

Basket Weave (Illustrated)  
Shadow  
Ranch  
Stockade

ATTRACTIVE TUBS IN MANY SIZES!

COASTERS WITH ROLLERS TO MATCH TUBS!

TRELLIS — STAKES — FLATS — WINDOW BOXES —

HANGING BASKETS — ORCHID BASKETS!

All of the beautifully grained and colored CALIFORNIA REDWOOD, which is naturally insect resistant and needs no painting. Prefab fences in 8' sections for easy installations!

SEE INSTALLATIONS AT OUR LEESBURG DISPLAY GROUNDS. CALL OR TELEPHONE FOR FREE ESTIMATE.



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

APRIL, 1955

NO. 6

## FOR BEAUTY ----- FOR DURABILITY ----- FOR DISTINCTION CALIFORNIA REDWOOD "THE WOOD EVERLASTING"!



### BASKET WEAVE REDWOOD FENCE

This type has a unique woven effect achieved with pliable Redwood, which makes it particularly attractive from both sides.

### STOCKADE FENCE

Horizontal pickets in close construction to completely block off unsightly views.

### RANCH TYPE FENCE (Illustrated)

A woven fence with only one horizontal bar. Requires a special grooved post for construction.

### SHADOW TYPE FENCE

Vertical boards alternated on opposite side of four inch frame gives you complete privacy, yet does not cut off air currents.

You can enjoy one of these beautiful Redwood fences for as low as \$2.05 per lineal foot!

This price does not include construction, and is subject to change. We'll be happy to give you an estimate on your fence, installed.

## REDWOOD -- THE FENCE FOR DISCRIMINATING HOMEOWNERS

Now privacy, protection and screens are available without sacrificing beauty, if you use REDWOOD BY THUNDERBIRD! Redwood is known as the "wood everlasting," for it has natural oils which insure it against insect damage. The beautiful coloring, texture, and grain make it one of the most picturesque of fences, yet it blends pleasingly with plant materials.

This attractive fencing is PREFABRICATED for quick and easy construction; here are some of the specifications:

Panel length—8 feet.

Height—your choice of 4, 5 or 6 feet.

Posts—four by four inches, suitably trimmed. 7, 8 or 9 ft. lengths.

Gates and trellis available also.



Accentuate the loveliness of your pot plants by putting them in California redwood tubs; banded with stainless steel, these tubs are sturdy and attractive. Select the size best suited for your specimen plants—and see how much more prestige your plants add to your sunparlor or patio!

**Priced \$3.75 and up**

Coasters with rollers and drip-pans available for indoor use with these tubs.

You're cordially invited to visit our display grounds and see these unusual Redwood products. Let our personnel help you plan how to use a fence to make your home your castle! There's no obligation...

# Are Your Plants Hungry?



YOUR FAMILY HAS THREE MEALS A DAY, BUT DO YOU FEED YOUR PLANTS REGULARLY?

*"Remember, only God can make a plant, which is a living thing and should be treated accordingly. Unlike most living things, it has no way to make its needs known other than its appearance, which will reflect the kind of treatment it receives from its guardian."*

One of the most important factors in the growth of healthy plants, shrubs, trees and lawns is the proper use of well balanced plant food. Our special fertilizers from scientific formulae are formulated to stimulate good plant growth under our climatic conditions. Because of their high natural organic content—approximately forty percent—these plant foods are not the flash type, but become available over a period of two to three months, stimulating a steady, healthy growth. Your plants will be sturdier in appearance, have darker, richer foliage, and will bloom in more abundance.

Because not all plants have the same food requirements, we have three separate formulas for fertilizers. Try our balanced plant food according to instructions on the chart below, and you will readily see the difference a good plant food can make.

**LAWN SPECIAL FERTILIZER.** No need for you to envy others their dark green, velvety lawns. Our Lawn Special supplies the elements grass needs for ideal growth: nitrogen to develop top growth, and phosphorus and potash to encourage heavy root and stem development. Our Lawn Special includes an insecticide to aid in control of lawn pests. **\$3.95 per hundred lbs.**

**AZALEA AND CAMELLIA FERTILIZER.** A special fertilizer not only for Azaleas and Camellias, but all acid loving plants including Gardenias, Ardisia and Roses. **\$4.00 per hundred lbs.**

**TREE AND SHRUB SPECIAL.** Good, well-balanced plant food for nearly all shrubs, trees, palms, citrus. Excellent for gardens, too! **\$3.95 per hundred lbs.**

FERTILIZER APPLICATION CHART (This chart applies to our fertilizer only; for best results use as directed.)

Size	Azaleas, A & C Mar. 15 to Apr. 1 June 15 to July 1	Camellias, A & C Mar. 15 to Apr. 1 June 15 to July 1	Roses, A & C Jan., March, Sept., Nov.	Pot Plants A & C Every Month or Six Weeks	Conifers, T & S Jan., Apr., July	Small Fruits and Nuts, T & S March, June, Aug.	Lilies, T & S Sept., Jan., Apr.	Palms, T & S Apr., June, Sept.	Shrubs, T & S Apr., June, Sept.	Shade Trees T & S Apr., June	Grasses, Lawn Jan., Apr., Sept.
8-12 in.	¼ lb.	¼-½ lbs.	¼ lb.	½ TBL. to each 1 in. of pot diameter	1 lb.	½ lb.	3-5 lbs. per 100 sq. ft.	°See Pot	½ lb.	½ lb.	100 lbs. to 1500 sq. ft.
12-18 in.	½ lb.	1 lb.	½ lb.		1¼ lbs.	¾-1 lb.	½ lb.		¾ lb.	1 lb.	
18-24 in.	¾ lb.	1½ lbs.	¾ lb.		1½ lbs.	1 lb.	¾ lb.	1 lb.	1 lb.	1 lb.	
24-30 in.	1 lb.	1½ lbs.	1 lb.		2 lbs.	1½ lbs.	1 lb.	2 lbs.	1¼ lbs.	1½ lbs.	
30-36 in.	1 lb.	1¾ lbs.	1½ lbs.		2¼ lbs.	1¾ lbs.	1¼ lbs.		1½ lbs.		
36-42 in.	1½ lbs.	2 lbs.	1½ lbs.		2½-3 lbs.	2 lbs.	1½ lbs.	3 lbs.	2 lbs.	1¾ lbs.	
42-48 in.	1½ lbs.	2¼ lbs.	1¾ lbs.		3-4 lbs.	2½ lbs.	2 lbs.		2½ lbs.	2 lbs.	
4- 5 ft.	2 lbs.	2½ lbs.	1¾ lbs.		4-5 lbs.	3 lbs.	3 lbs.	5 lbs.	3 lbs.	3 lbs.	
5- 6 ft.	2½ lbs.	3 lbs.			5-6 lbs.	3½ lbs.			3½ lbs.	4 lbs.	
6- 8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.		6 lbs.	4 lbs.	5 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4½ lbs.		10 lbs.	5-8 lbs.	5-6 lbs.	
10-20 ft.					15 lbs.	5 lbs.		20 lbs.	8-10 lbs.	10-20 lbs.	
20-35 ft.								35 lbs.			

## WHY PRUNE? HERE ARE OUR REASONS!



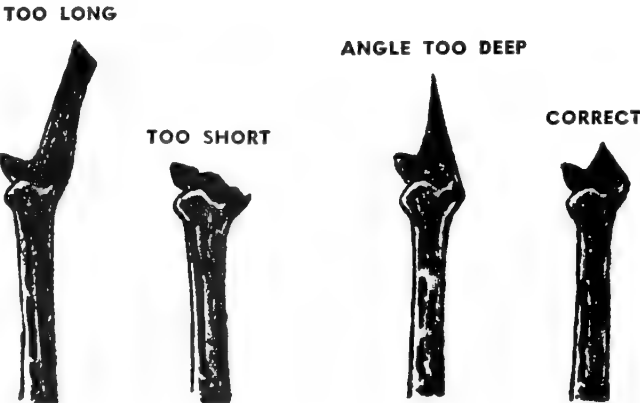
- FOR ADDED BEAUTY.** New growth always looks fresh and luxuriant. Pruning helps to stimulate new growth and brings out contrasting foliage from new lateral buds.
- FOR BETTER SHAPE.** Plants sometimes have a tendency to grow tall and leggy—and a pruning will make them thicken up.
- FOR MORE FLOWERS.** The more shoots on a plant, the more blooms you'll get; a thick, bushy plant will produce many more blooms than a slender one.
- FOR KEEPING PLANTS IN BOUNDS.** Often plants grow too large for their location if permitted to grow on year after year. If you will prune each spring you can keep your plants where they will fit their location.
- FOR REMOVING COLD DAMAGED WOOD.** Any winter-damaged wood should be pruned out before new growth starts in the spring.

**WHEN TO PRUNE?** It is better to prune early in the spring when the new growth will pop out and soon cover the unsightly ends.

**HOW TO PRUNE?** Use sharp pruning shears and saws and make neat, clean, quick-healing cuts. Here's a sketch that will help you.

**WHAT TO PRUNE?** Anything that needs it for any of the reasons above. Do not cut slow-growing plants too severely unless absolutely necessary.


OUR EXPERIENCED SERVICE CREW ARE AVAILABLE TO DO YOUR PRUNING, SPRAYING, FERTILIZING—AT A REASONABLE COST. GIVE US AN OPPORTUNITY TO ESTIMATE COSTS. NO OBLIGATION!



Use sharp tools to avoid crushing or tearing the bark, and make the cuts just above the bud at not too deep an angle

**FLORIDA NURSERY GARDEN NEWS**  
Published by  
**FLORIDA NURSERY AND LANDSCAPE CO.**  
N. 14th St. S. Orange Ave.  
Phone 158 Ph. Ma-28345  
**LEESBURG FLORIDA Ocala**

OPEN DAILY 8:30 TO 5:30  
CLOSED SUNDAY  
"MILLIONS OF PLANTS"




## PEST CONTROL IS IMPORTANT!

If your plants, trees and lawn are to look their best, they not only need to be planted properly, fertilized regularly, and pruned and watered as necessary—they also need to be **SPRAYED OR DUSTED TO KEEP THEM FREE FROM INSECT AND FUNGI PESTS!**

There's an old adage that "an ounce of prevention is worth a pound of cure," and this is really true in pest control. The ideal program is:

**APRIL CLEAN-UP SPRAY:** Spray everything on your grounds with a three way combination of oil, fungicide and insecticide applied under pressure.

**DURING SUMMER:** Watch for any new infestations and spot-spray as needed. Don't delay—spray at first sign of trouble to prevent spread.

**SEPTEMBER—**General fall clean-up spray with three way combination.

There are many different types of sprays on the market today; the wise gardener will not take a chance of damage to his plant, but will seek competent advice on what is needed.

**FLORIDA NURSERY AND LANDSCAPE CO.** has a complete line of **TESTED SPRAY MATERIALS** and can recommend the **BEST AND MOST EFFECTIVE CONTROL** for home use.

Don't forget the **FLORIDA NURSERY SERVICE DEPARTMENT**. We are equipped to offer expert spraying, pruning, fertilizing, etc., at a reasonable cost. Call us for an estimate on your work—there's no obligation!

## Questions You've Asked About FLORIDA GARDENING!

**Q.** My lawn is brown from the frosts. How should I treat it to bring it out?

**A.** Mow it, rake it to get out the dead grass, and give it a good application of Fla. Nursery lawn special at the rate of 100 pounds to 1500 sq. ft. Water it well at time of application, and then about twice each week unless we have rain.

\* \* \* \*

**Q.** Now that my Azaleas are thru blooming I'd like to transplant them since they are quite close. Is this safe?

**A.** Yes, it is an excellent time. Take the plants up, prepare the beds using about 50% good peat, add a little Azalea and Camellia Special Fertilizer, and replant them, watering well. A mulch of oak leaves around them will help hold moisture and protect the roots from the sun. **DO NOT PLANT YOUR AZALEAS TOO DEEP.**

\* \* \* \*

**Q.** What is the fastest growing tree you can recommend? I need shade for this summer.

**A.** Probably the fastest growing tree is the Ear Tree, or Enterlobium. However, it will not give you much shade this summer. There are other trees such as Silk Oak, Eucalyptus, Punk Trees, etc., which grow rapidly and which are available in larger sizes. Cocos Plumosa Palms may also be used to a good advantage for shade when planted properly. We'll be glad to check your property and recommend the best and quickest source of shade. Just call our office.

\* \* \* \*

**Q.** What plants do you recommend for summer blooming?

**A.** Ixora, Thryallis, Tibouchina, Lantanas, Thunbergia, Mexican Flame Vine, Hibiscus, Chalcas, Bougainvillae, Oleander, Crepa Myrtle, Magnolia, Plumbago, Abelia, Bottle Brush, Gardenias, Daylilies, Duranta, Feijoa, Gerberas, etc.

\* \* \* \*

**Q.** What is the "Sky Flower"?

**A.** The **SKY FLOWER** is the common name for Thunbergia grandiflora. It is a lush growing vine with large, dark green, lush foliage, and pendulous racemes of large lavender-blue flowers.

\* \* \* \*

**Q.** Should Bougainvillae be pruned?

**A.** Yes, when Bougainvillae begins to get too leggy and straggling, it is wise to cut it back sharply.

# Say "Happy Easter" With Orchids!



Step out in style in the Easter Parade wearing an Orchid from your own plant! Buy one for yourself—or as a gift for a friend!

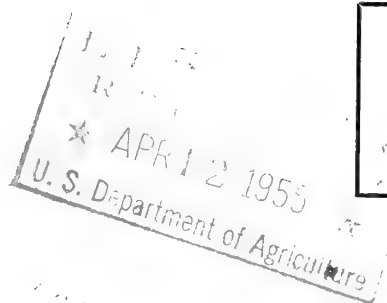
Have corsage of beautiful orchids now and later.

**Blooming Cattleya**  
Orchids from \$5.00 up

**Blooming Nun's Lily**  
Orchids from \$3.50 up

PHOTO COURTESY FAIRCHILD TROPICAL GARDEN — MIAMI

**FLORIDA NURSERY AND LANDSCAPE CO.**  
LEESBURG AND OCALA, FLORIDA



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Washington 25, D.C.

FORM 3547 REQUESTED

## BEARING CITRUS TREES--

Why plant a little bare stub of a tree and wait years for fruit? Florida Nursery has bearing size trees in bud and bloom—some in fruit! These are growing in cans, and are easy and safe to transplant.

Many varieties are available at Florida Nursery including the ones you like best; there are Temples, Kings, Murcotts, Parson Browns, Pineapples, Valencias, Hamlins, Jaffas, Tangerines, Tangelos, Calamondins, Navals, Pink Grapefruit, Red Grapefruit, Duncan Grapefruit, Marsh Seedless Grapefruit, Lemons, Limes, Kumquats, etc.

A look at this choice stock will convince you that this is THE WAY to plant citrus for home use—It saves a lot of time in waiting!

**PRICED \$4.00 AND UP**



## OTHER EASTER SUGGESTIONS FROM FLORIDA NURSERY

**NUN'S LILY ORCHID.** Phaius grandifolius. Beautiful tawny brown petals flecked with silver and purple. Purple lip. Ten to twenty blooms per plant. \$3.50 up.

**NOREGELIA SPECTABILIS.** Finger Nail Plant. Fascinating Bromeliad with bronzy striped foliage in rosette form. Each leaf tipped with red to resemble mi-lady's fingernail! Unique and attractive. \$3.50 up.

**GARDENIAS.** Grafted plants—heavily budded with some bloom. \$3.50 up.

**BOUGAINVILLEAS**—Red, lavender or salmon. Wonderful bloomers for our area. \$1.50 up.

**CALLIANDRA.** Fast growing attractive small tree or shrub producing thousands of red puff-balls, with the common name of Powder-Puff! \$1.00 and up.

**NEANTHE BELLA PALMS.** Slow growing palm prized as house plant. 75c up.

**PHOENIX ROEBELLINI PALMS.** Pigmy date palms. Feathery foliage and slow growth makes it a favorite for pot or patio. \$1.00 up.

**CITRUS.** Many varieties in bearing size citrus trees. Some with bud, bloom and fruit. \$4.00 up.

**GERBERAS.** The magnificent Hershey duplex hybrids in wide range of vivid and pastel shades. 35c and 45c.

**SPATHIPHYLLUM.** Interesting low growing shrub producing long lasting greenish yellow flower spikes enclosed in white spathe. \$1.50 up.

**LOROPETALUM.** New attractive low growing shrub with white fringe-like flowers. Ideal for low borders, etc. \$1.50 up.

**SCHEFFLERA.** Ornamental tropical shrub with shining green foliage. Wonderful for pot or patio use. \$1.50 up.

**MONSTERA DELICIOSA.** Indian Bread Fruit. A climbing aroid with fascinating foliage that is perforated and serrated into an interesting pattern. Produces delicious fruit, also! \$2.50 up.

**MYSORE RASPBERRY.** Yes, you can grow delicious raspberries in Central Florida! \$1.50 up.

**STRELITZIA REGINAE.** Bird of Paradise. Easy to grow, and prized for the spectacular royal blue and bright orange flowers that resemble beautiful birds in flight. \$5.00.



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

MAY, 1955



## FIRST THE PLAN—AND THEN THE PLANTING!



### BEAUTY IS WITHIN THE REACH OF ALL OF US!

This attractive little garden with the moongate as the feature is constructed on our sales yard in Leesburg. Just beyond are four gardens, which are the beginning of a series of small gardens to show you some of the possibilities for your small lots. Within these gardens are different shrubs, various types of lawn grasses, and other plants of interest. Paving materials of unusual types are shown, as well as walls, fences, etc.

Just across from the gardens and the moongate, you'll enjoy seeing the patio of modern design with cooking facilities and other conveniences that will suggest possibilities for your garden.

You're cordially invited to visit our display grounds at any time. We are open Monday thru Saturday from 7:30 to 5:30; while we are closed on Sunday, visitors are welcome to walk thru the gardens and labeled display areas.

### ARE YOU PROUD OF YOUR HOME PLANTINGS?

Beautiful surroundings transform a house and lot into an attractive home and an enjoyable and useful yard. An appropriate foundation planting, cooling shade trees, outdoor living room and cooking area, play and recreational centers, and garden for food and flowers combine to give you real satisfaction and happiness!

Attractive landscaping can increase the resale value of your property, as well as afford more comfortable living for the entire family. It makes us more proud of our homes—and increases the beauty of our neighborhood.

Just as you follow plans in the construction of your home, so beautiful and useful yards are carefully planned, too. They don't just happen — but are the result of well thought-out plans and designs.

Planning service is available to you upon request. We have seven experienced graduate Landscape Architects who are available for consultation, at no obligation. They will help you find the maximum beauty for your home grounds. A complete plan will help you even if you can not do all the planting at once. With a plan you know just where each plant will go.

### GOOD LANDSCAPE DESIGNS PROVIDE:

1. Year 'round beauty
2. Privacy for family living
3. Recreational facilities
4. Attractive view for passerby
5. Color to enrich daily life
6. Harmonious surroundings
7. Low maintenance cost
8. Increased sales value

---

### OUR PATIO AND GARDENS IN LEESBURG ARE OPEN TO CLUBS FOR HOLDING MEETINGS ON RESERVATION

This past few months we have had more than thirty clubs hold meetings in our patio. Many of these have been garden clubs, and guided tours have been arranged or speakers provided. Picnic dinners and suppers may be held upon request. However, because of the heavy schedule, it will be necessary for you to call our office and make an appointment.

---

# SHRUBS YOU OUGHT TO PLANT!



**ALLAMANDA BROWN BUD HYBRID**—most beautiful and colorful of our summer flowering shrubs. Brilliant yellow trumpet-shaped blossoms, five to six inches across. Rich, dark green foliage. Priced from \$1.50 up.

VISIT OUR DISPLAY GROUNDS AND SEE THE HUNDREDS OF SHRUBS, TREES, VINES, TROPICAL PLANTS, GRASSES, ETC. THAT WILL MAKE YOUR HOME MORE BEAUTIFUL. VISITORS ALWAYS WELCOME!



**LEFT—RHYNOSPERMUM JASMINOIDES**, the confederate jasmine that produces hundreds of fragrant white bloom. Evergreen vine with attractive foliage. 40c and up. **RIGHT—GARDENIA** . . . a grafted plant just full of bloom and ready to burst into fragrant white flowers that will last for weeks. On root knot resistant rootstock. \$2.50 up.



**COCOS PLUMOSA** . . . the most beautiful palm for Central Florida. Arching fronds provide some shade, as well as tropical beauty. 5-6' @ 6.00, 6-7' @ 7.00, 7-8' @ 8.00



**LEFT: HIBISCUS**—just coming into summer bloom. Many varieties. Priced 75c up.

**RIGHT: VIBURNUM ODORATISSIMUM**—one of the best shrubs for hedges, foundation plantings, borders, etc. Attractive all year. Priced from \$1.50 up.

IT'S NEW—  
IT'S DIFFERENT—

# ≡ ZING ≡

LEARN ALL ABOUT  
IT IN OUR JUNE  
BULLETIN!

# THE FLORIDA NURSERY AND LANDSCAPE CO.

cordially invites you

to

## OUR ANNUAL OPEN HOUSE

May 23rd thru May 28th

7:30 A. M. to 5:30 P. M.

North Fourteenth Street  
Leesburg, Florida

### BE SURE TO:

#### SEE OUR ATTRACTIVE DISPLAY GROUNDS —

Informal garden plantings  
The Moongate  
Our Patio and terrace  
The Model Gardens — showing use of walls, fences, paving, etc.  
Various types of lawn grasses

#### SEE THE MILLIONS OF PLANTS —

Tested and proven stock for Central Florida  
Labeled and priced in sales beds for your convenience  
Tropical and sub-tropical items of interest

#### MEET OUR PERSONNEL —

Know the folks who serve you  
Everyone from the President to the Porter will be happy to have you visit us!

#### BRING YOUR CAMERAS —

Take movies, stills, etc., in attractive surroundings  
Color in riot — rare and unusual plants

#### ENJOY DELICIOUS ORANGE JUICE SERVED IN OUR PATIO

#### TAKE HOME A FREE PLANT AS A SOUVENIR OF YOUR TRIP —

Every adult registering will be given a valuable plant as a souvenir.





**FLORIDA NURSERY GARDEN NEWS**

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA

OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"

**BEUCARNEA—A MEXICAN D. P. WHO LIKES FLA!**

Here's SOMETHING DIFFERENT! Commonly called "Pony Tail" or Nolina, this plant was not available in Florida until recently, when some Florida nurserymen (including our Mr. Pringle) made a trip to Mexico and brought back some plants, bulbs, and seed.

A member of the lily family, it makes a beautiful tubbed specimen or may be planted outside in patios. Note the graceful habit of growth, and the fascinating bulb-like base. During the winter, the center of the plant has a wine-colored cast; this, with the rosette effect of the graceful, arching leaves makes it very striking.

The flowers are not showy, being borne in pannicles; they are quite small and white or cream.

This interesting plant is considered one of the most valuable plants in Mexico; the foliage is woven to make cord, mats, sleeping hammocks, chair bottoms, etc. It is also used to hang meat for curing and vegetables for drying.

The Beaucarnea is not hard to grow. It prefers a fibrous rich loam and sand mix, with good drainage. It is not a rapid grower, but should be transplanted as often as the bulb gets crowded in a pot or tub.

In time your Beaucarnea may reach a height of thirty feet, with a base that is four or five feet across.

You'll want to use a Beaucarnea, and Florida Nursery and Landscape Co. has one of the largest stocks in the United States.

Priced \$1.50 and up

IF YOU NEED REPRODUCTIONS OF PLANS, SKETCHES, ETC., OUR OZALID DEPARTMENT OFFERS IMMEDIATE SERVICE. CALL OUR LEESBURG OFFICE FOR COMPLETE INFORMATION.

## Questions You've Asked About FLORIDA GARDENING!

- Q. Why do you recommend mulching Azaleas?
- A. Azaleas are shallow rooting plants, and most of the root system is very near the top of the soil. A mulch of leaves not only helps to protect the roots from the sun, but to hold moisture.
- Q. What annuals may be planted for summer flowering?
- A. Zinnias, Marigolds, Torenia, Portulaca, Balsam, Bachelor's Buttons, Gaillardia, Cosmos, Celosia, Salvia, Tithonia, Vinca, and Verbena are some of the best summer flowering annuals for Central Florida.
- \* \* \* \*
- Q. The new growth on my Ligustrum has tiny green aphids all over it. What spray should I use?
- A. Isotox is the best insecticide and is easy to use. Florida Nursery and Landscape Co. has it in two sizes.
- \* \* \* \*
- Q. My Bougainvillea does not bloom as profusely as some I have seen. What should I do to encourage it.
- A. To have a profusion of bloom the Bougainvillea must be kept growing rapidly, as the bloom comes on new growth. Feed three to four times a year with a good well balanced high organic fertilizer from Florida Nursery.
- \* \* \* \*
- Q. My rose blooms are spotted and do not open properly. What is the trouble?
- A. Probably thrip are on your roses. Be sure to spray with Isotox every ten days to two weeks to keep the thrip in bounds.
- \* \* \* \*
- Q. The new growth on my Crepe Myrtle have a powdery mold on them. What should I use as a spray?
- A. We recommend Orthocide, for this is no doubt a fungus condition. It may take a couple of sprayings to control it. If you have white fly also, you should mix Isotox in your spray and make one spraying control two problems.
- \* \* \* \*
- Q. What fertilizer should I use on my Gardenia, and how often should it be applied?
- A. Gardenias prefer an acid soil and we suggest that you apply Azalea and Camellia Special fertilizer at least three to four times each year.

*For Bloom All Summer . . .*

## PLANT IXORA NOW!



### FLORIDA'S FLAME OF THE WOOD—

Blooms 8-10 months each year!  
Prefers full sun!  
Grows rapidly!  
Evergreen glossy foliage!  
Vibrant red or yellow flowers!  
Easy to grow!  
Useful for hedges, foundation plantings,  
shrubbery borders!

SEE OUR FINE PLANTS  
TODAY—PRICED 75c up

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA

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Washington 25, D.C.

FORM 3547 REQUESTED

## TROPICAL FOLIAGE PLANTS . . .

### TO BRIGHTEN INDOORS AND OUT!

Use plants to add accent or color or interest; in choosing plants, you will want to consider color, texture of foliage, container, etc. Florida Nursery has a wide variety of plants, and will help you select those to achieve your purpose.

**CROTONS**—brightly variegated foliages of interesting texture and sizes. Priced from \$1.50 up

**DRACENA**—several varieties from which to choose. Green and variegated species. \$1.00 and up

**SCHEFFLERA**—Australian Umbrella Tree so valued for patio or pot use. Large glossy leaves. \$1.50 up

**NEANTHE BELLA PALM**—Slender slow growing palm with lovely foliage and interesting bloom and seed pods. \$ .50 up (Illustrated at right)

**NEOREGELIA SPECTABILIS** (Fingernail Plant). Unusual plant with metallic green leaves, reverse maroon with symmetrical gray crossbands, red fingernail tip. \$2.50 up

**RUBBER PLANTS** . . . green, variegated and fiddleleaf varieties. \$1.50 up

**PHILODENDRON** . . . several varieties, both the climbing and the self-heading bushy types. \$1.50 up

**ARALIA ELEGANTISSIMA** . . . a new tropical beauty with narrow foliage of unusual maroon color. \$1.00 and up



## REDWOOD FENCES AVAILABLE THRU F.H.A. FINANCING!

NO DOWN PAYMENT—36 MONTHS TO PAY!

Now you can have the privacy and the beauty of a CALIFORNIA REDWOOD FENCE BY THUNDERBIRD—and enjoy it while you pay for it! The F.H.A. recognizes this permanent fence as a property improvement, and will finance it as such.

FOR BEAUTY — FOR DURABILITY — FOR DISTINCTION!

HANDSOME FENCES IN FOUR POPULAR STYLES!

Basket Weave (Illustrated)

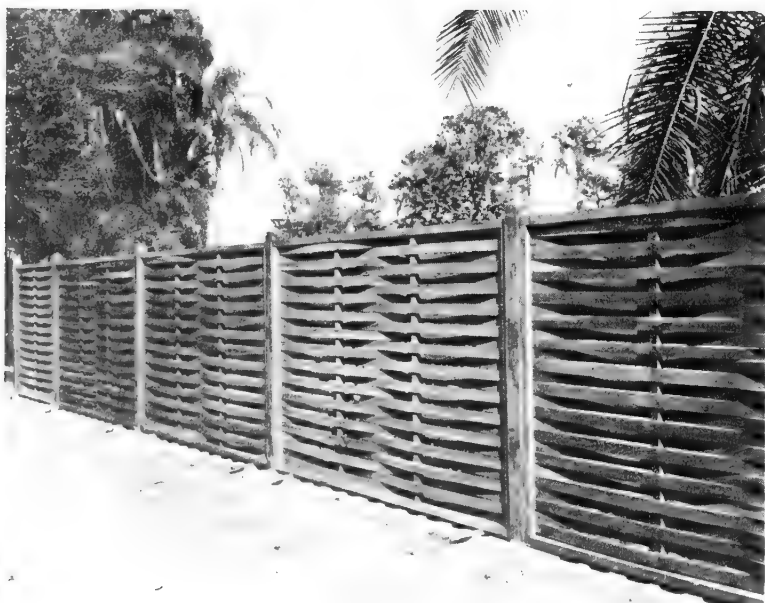
Shadow

Ranch

Stockade

All of the beautifully grained and colored CALIFORNIA REDWOOD, which is naturally insect resistant and needs no painting. Prefab fences in 8' sections for easy installation!

SEE INSTALLATIONS AT OUR LEESBURG DISPLAY GROUNDS.  
CALL OR TELEPHONE FOR FREE ESTIMATE.



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

JUNE, 1955

JUN 3 - 1955  
U.S. Department of Agriculture

NO. 8

## HERE'S THE COMPLETE PLANT FOOD THAT SATISFIES:

# ZING

FOR MORE HEALTHY PLANTS —  
FOR MORE ATTRACTIVE FOLIAGE —  
FOR MORE BEAUTIFUL BLOSSOMS —

## WHY ZING IS SO DIFFERENT:

When chemical fertilizers are applied, they dissolve as soon as water is put on. Any food not immediately picked up by feeder roots will leach beyond "root-reach" and is lost. Thus your plants get actually only a small percentage of fertilizer used, and will have no more food until another application is made . . . the amount of fertilizer really lost makes this type of feeding expensive!

ZING is a natural organic plant food. Because of its component parts in the nitrogen content (40% natural organic) it remains suspended longer in the soil so the roots of the plants may pick it up. Every time you apply water, some ZING is available for your plant. You get a steady, sustained feeding with ZING, and since you lose so little food thru leaching, ZING is your best fertilizer buy!



### YOUR PLANTS REALLY NEED A NATURAL ORGANIC PLANT FOOD:

A well balanced plant food is one of the most important factors in the growth and health of plants. ZING is designed to stimulate good plant growth under our Florida climatic conditions. It compensates for soil deficiencies by supplying the nutrients needed. ZING'S nitrogen content is 40% natural organic, which becomes available over a period of months, stimulating a steady, healthy, sustained growth rather than a spurt of weak, soft, short-lived growth produced by the completely chemical flash-type fertilizers.

ZING is a complete plant food, containing nitrogen, which encourages a luxurious growth of stem and foliage; phosphorus, which encourages new plant cells; potash, which gives plants stamina and the ability to withstand cold, drought, and other adverse conditions. ZING also contains the minor and trace elements so valuable in assuring you healthy, specimen plants.

*ZING was originally developed for our own use—our plants thrive on it. They stay strong, healthy, green, lush, radiant!*

Because ZING IS A COMPLETE PLANT FOOD, its regular use assures you both vigorous growth and abundant bloom.

NOW, FOR THE FIRST TIME, ZING IS MADE AVAILABLE TO YOU—  
THREE SPECIAL FORMULAS MEET SPECIFIC PLANT NEEDS:

ZING A & C—for Azaleas, Camellias, Gardenias, Hollies, Roses, and all other acid loving plants.

ZING T & S—for feeding all shrubs and trees.

ZING LAWN—for keeping your lawn green and lush.

ONLY \$3.95 PER HUNDRED

# USE ZING FOR ALL YOUR PLANTS!



## USE ZING IN YOUR NEW PLANTINGS!

There's no delay in your new growth if you add ZING to your peat and topsoil mix when you put in new plants.

ZING quickly stimulates the growth of the feeder roots, as well as the tops, and helps the plant overcome the shock of transplanting.

After your new planting is established, you'll want to put it on a regular feeding program to keep it looking its best.



## USE ZING FOR MAGIC WITH BEDDING PLANTS!

Tender young annuals and perennials respond immediately to this natural high-organic plant food. Your quick acting nitrogen sets them to growing, and the steady sustained feeding keeps them beautiful. Your plants will be much stronger, heavier, and produce more beautiful bloom if you'll use ZING when you plant, and give them feedings of ZING during the growing and blooming season.



## POTTED PLANTS THRIVE ON ZING!

To be attractive, your pot plants must be lush, green, healthy! A regular feeding with ZING does the trick . . . just feed them often and lightly! You'll get more bloom on your flowering plants, too!

ZING is wonderful for use in your plant boxes, either indoors or out!

## ZING GIVES YOU A MORE BEAUTIFUL LAWN!

This plant food with 40% natural organic does not give you a sudden burst of growth that keeps you busy mowing for a few weeks, and then is gone, leaving you with a hungry lawn. ZING stays in the soil longer, feeds your grass slowly over a longer period of time, keeps it green and attractive, with much less mowing! Use ZING, the well balanced plant food and enjoy a more beautiful lawn!



## ZING IS THE PERFECT FOOD FOR OLDER TREES & SHRUBS!

You feed your family three meals a day—what about your trees and shrubs? They need a regular feeding with a complete plant food containing all their requirements, too!

Protect your valuable trees and shrubs and keep them at their best by feeding them with ZING on a regular schedule.

For larger trees, you'll want to use the crowbar method to get the food down where the roots can pick it up in a hurry! Ask us for complete information.





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"MILLIONS OF PLANTS"



## NOW'S THE BEST TIME TO PLANT GRASSES AND PALMS!

### NEED A LAWN?

Nothing adds more beauty and pleasure to a home than does a lawn. Not only is the sand tracked into the house kept to a minimum, but the cool green lawn helps to air condition your home also.

Not only does the top of your grass grow better in the summer months, but the roots grow faster also. June is an ideal month to plant, for if you prepare your soil properly, plant your grass, and water and fertilize it as recommended, you should have complete coverage in about 90 days.

The type of grass is quite a problem. However, we have test blocks of several varieties at our display grounds, and you'll want to see it before you decide just what you want. We'll be happy to explain the advantages and disadvantages of any variety to you.

### PALMS GROW BETTER IN THE SUMMER, TOO!

Palms are more readily transplanted in the summer because the feeder root systems start to grow more rapidly, and the palms take hold quicker. While Cocos Plumosa are moved the year round, it is customary on Palmetto or Cabbage Palms to move them in the summer only.

GRASSES AND PALMS NEED FEEDING OFTEN WITH NITROGENOUS FOOD. ZING IS ESPECIALLY DESIGNED TO MEET THE NEEDS OF THESE, AS WELL AS MOST PLANTS.

### HERE'S WHY ZING IS BETTER!

See the sample attached. Note how rich it looks. Try this on one of your potted plants and see how it responds. This trial will prove without a doubt that ZING IS THE PLANT FOOD YOU'VE BEEN WAITING FOR!

## Questions You've Asked About FLORIDA GARDENING!

- Q. What annuals can I use for summer color?
- A. Cosmos, Zinnias, Marigolds, Tithonia, Balsam, Verbena, Celosia, etc.
- \* \* \*
- Q. Can we grow perennials in Florida?
- A. Some perennials do very well. For example, there is Stokesia, or Stoke's Aster; Chrysanthemums; Shasta daisies; Gerberas; Marica or walking Iris; Hemerocallis, etc.
- \* \* \*
- Q. I need a low border plant. Can you recommend something I might use.
- A. If you want a low grassy border plant, Ophiopogon or Liriope would be very good. If you want something that will stay low and yet give you some bloom, Cuphea will prove very attractive, with the tiny dark green foliage and the lavender bloom. It will grow in sun or partial shade.
- \* \* \*
- Q. What is the plant known as "Orange boxwood"?
- A. Orange Boxwood is the name commonly given Severinia buxifolia; it is very good for hedges, etc., as well as useful as specimen or foundation. It can be kept sheared to fit the location. The thorns make it valuable because neither animals nor people like to get too close.
- \* \* \*
- Q. My Calliandra has grown quite large and needs some trimming. Is now the proper time?
- A. Yes, I'd cut it back quite severely now if it has not already been pruned this season. An application of fertilizer at time of pruning, and plenty of water, will force it to put on new growth and do away with the blunt stalks soon.
- \* \* \*
- Q. What should I do with my orchids now that they are out of bloom?
- A. On Cattleyas and other epiphytal varieties, it would be well to hang them out in the open; give them an application of Ortho-grow or other liquid fertilizer. On Phaius, or terrestrial orchids, they should be fed every month now to help produce good healthy foliage and bloom next season. Water well and if necessary, repot to a larger tub or pot.

IT'S HERE! IT'S NEW!  
IT'S WONDERFUL!  
**IT'S ZING!**



Turn inside  
for complete  
information!

More than just another plant food — especially formulated by a Florida firm for Florida plants growing in Florida soil and under Florida climatic conditions!

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA

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## For Kaleidoscopic Color . . . **PLANT CROTONS!**

Need color? Then here's just the way to get it — plant colorful Crotons from Florida Nursery and Landscape Co. for accent! Wonderful for shrubbery borders — for planters — for pots — for patio beds!

**BRILLIANTLY COLORED FOLIAGE** — shading from creamy white thru deep bright pinks to deep maroon! Green in variations of shades, too!

**FASCINATING FOLIAGE** — many forms and shapes of foliage: spiral corkscrews; narrow curved and twisted leaves; oak leaf foliage; broad or wide leaves!

**EASY TO GROW — WONDERFUL FOR CUT ARRANGEMENTS!**

See Florida Nursery's choice Crotons today —

**PRICED \$1.00 and up!**



## **PLANT OTHER SUMMER - FLOWERING BEAUTIES NOW!**

**ALLAMANDA BROWN BUD HYBRID.** Glossy foliage and brilliant yellow trumpet shaped bloom. Lovely all summer long. \$1.50 each and up.

**BELOPERONE (Shrimp Plant).** Unusual flower bracts in rich, reddish bronze resembling shrimp in form and color. Blooms year round. \$1.50 and up.

**BOUGAINVILLEA.** Vine that can be used as a vine or trimmed into a bush form. Brilliantly hued flowers of red, purple, orange or salmon. \$1.50 up.

**DURANTA PLUMIERI (Golden Dewdrop).** Bright racemes of lavender-lilac flowers followed by clusters of colorful yellow fruit. \$1.00 up.

**GARDENIAS.** Shining dark green foliage and double formal fragrant white flowers. Grafted on root knot resistant understock for long lived. \$2.50 and up.

**HIBISCUS.** Attractive shrubs producing profusion of exotic, tropical bloom in many colors — single and double. 75c and up.

**IXORA COCCINEA.** Flame of the Wood. Attractive tropical shrub producing terminal clusters of brilliant red flowers during most of year. 75c and up.

**JASMINE ILLICIFOLIUM.** Shining pointed leaves and terminal showy clusters of fragrant white flowers. \$1.00 and up.

**LANTANA DELICATISSIMA.** Weeping Lantana. Fern-like foliage and colorful lavender flowers. \$1.00 and up.

**LANTANA GOLD RUSH.** New trailing lantana with bright gold blossoms. \$1.50 and up.

**THRYALLIS GLAUCA.** Small glossy green foliage turning to olive and darker tints in the sun. Terminal clusters of brilliant yellow flowers — blooms all summer long. \$1.00 up.

**TIBOUCHINA — Princess Flower.** The royal purple flowers and the fascinating foliage make this most desirable. \$1.50 up.

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

JULY, 1955

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## OF COURSE YOU CAN PLANT IN THE SUMMER!

DON'T BE MISLED BY THE OLD MYTH THAT PLANTS SHOULD NOT BE MOVED DURING THE SUMMER; PERHAPS THAT WAS TRUE YEARS AGO, BUT MODERN METHODS OF GROWING AND PREPARING PLANTS FOR MARKET MAKE IT POSSIBLE TO PLANT ANY TIME IN THE YEAR! HERE ARE SOME REASONS WHY YOU CAN:



Balled and Burlapped Thryallis grown in field and root pruned.

### YOU HAVE MORE LEISURE TIME IN SUMMER!

The longer days, as well as the fact that you are less rushed, permit you to spend more time working in your garden. You'll enjoy it more, too!

### SELECT YOUR SUMMER FLOWERING PLANTS IN BLOOM!

You can select just the variety and color and size and get exactly the right effect with blooming plants . . . plant them today and enjoy the bloom immediately!

FLORIDA NURSERY IS PROUD OF THE WIDE VARIETY OF TREES, SHRUBS, VINES, PALMS, ETC. WHICH ARE AVAILABLE FOR YEAR-ROUND PLANTING. WHY NOT TAKE ADVANTAGE OF YOUR SUMMER LEISURE AND BEAUTIFY YOUR HOME NOW!

### CONTAINER GROWN PLANTS MOVE EASILY!

Trees, shrubs, vines, fruit trees—any plant grown in cans, tubs or pots move safely at any time. The roots are never disturbed, and they grow on, blooming.

### ROOT PRUNING IN FIELDS MAKE MOVING SAFER!

Progressive nurserymen have learned that root pruning of growing plants make root systems more compact; this prevents their losing much of the roots when taken up carefully and balled and burlapped.

### PLANTS GROW BETTER AND FASTER IN SUMMER!

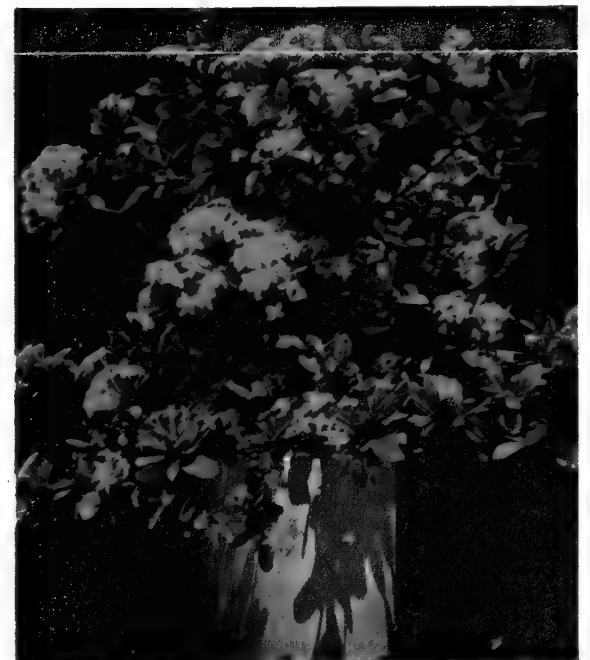
Not only do plants put on more growth, but they increase their root systems in the summer. Plants add inches in size and spread—your investment increases immediately with dividends in larger plants and more bloom.

### PALMS ACTUALLY MOVE BETTER IN SUMMER!

The growing season causes them to put out new roots and fronds faster . . . they really become established more rapidly.

### GRASS SPREADS BETTER IN SUMMER!

We always recommend lawns be planted during the summer—both roots and top grow faster and more satisfactorily in the warm weather. A lawn planted in the summer will usually cover in 90 days!



Container-grown Ixora in full bloom.

# PLANTS YOU OUGHT TO KNOW AND GROW!

Some old, some new—but all are plants FLORIDA NURSERY thinks outstanding for Florida! Perhaps you'll find just the right place for the right plant—if not, ask us for suggestion!



**DRACENA** or Hawaiian Ti. Attractive, colorful foliage; used for house plants, patio, or outdoors in protected areas. 75c up.



**EPIDENDRUM**—Epiphytal Orchid. Bloom heavily almost all year with hundreds of bloom in clusters. Wonderful for planter boxes, beds, etc. \$1.50 up.



**CROTONS**—wonderful for color—and valued for varied shapes and textures of foliage, too! See the fine varieties at Florida Nursery—only 75c up.



**CITRUS-BEARING SIZES!** Every Florida homeowner needs citrus—and there's no reason for waiting when bearing size container grown stock is available in many varieties! \$4.00 up. Few lemons as low as \$1.50 each.



**COCOS AUSTRALIS PALM.** Only one of the many varieties of palms—but one of the most hardy! Palms are a must—they make for that tropical atmosphere! \$2.00 up.



**SCHEFFLERA . . .** a fascinating favorite for tub and patio use, as well as outside planting (protected areas). Shining green unusual foliage makes it one of the choice plants—you'll love it! \$2.50 up.

IF YOU ARE NEW ON OUR MAILING LIST, AND HAVE JUST BEGUN TO RECEIVE OUR FLORIDA NURSERY GARDEN NEWS, PERHAPS YOU DON'T KNOW ABOUT THE FREE BINDER AVAILABLE. THESE ARE PUNCHED AND WILL HOLD SEVERAL YEAR'S ISSUES. SHOULD YOU LIKE ONE, JUST DROP US A NOTE. IF YOU HAVE A FRIEND WHO'D LIKE TO BE ON OUR MAILING LIST, SEND US THEIR NAME AND WE'LL BE HAPPY TO SEND THEM THE BULLETIN ALSO.

Write: **FLORIDA NURSERY AND LANDSCAPE CO.**  
P. O. BOX 97, LEESBURG, FLORIDA



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Phone 158 Ph. Ma-28345  
**LEESBURG FLORIDA OCALA**

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CLOSED SUNDAY

"MILLIONS OF PLANTS"




## DO YOUR PLANTS NEED A DOCTOR?

If plants are to be kept looking their best, they must be kept healthy and disease-free. Even if you fertilize them and water them and prune them, if you fail to keep them from getting insects and fungi pests, you lose the beauty of the plant.

This is the season when insect and fungi seem to attack. Immediate spraying is the only answer for control; usually one good application will take care of the problem, and yet because of the variance of the reproductive cycles in some of the pests, it may be necessary to spray several times to make sure they are all killed.

Specific sprays are designed to control certain pests, which fall into these groups:

Scale Insects  
Chewing Insects  
Sucking Insects  
Fungi

While this is not particularly complicated, it does mean you need several sprays on your shelf for immediate application if you are to prevent a special trip to town for the spray material. For your convenience, we carry a complete line of small size sprays and dust, as well as the easy-to-handle sprayers.

**IF YOU ARE HAVING TROUBLE WITH UNIDENTIFIED PESTS ON YOUR PLANT, THEN PLEASE BRING IN A TWIG AND WE'LL BE HAPPY TO HELP YOU IDENTIFY IT AND RECOMMEND A CONTROL.**

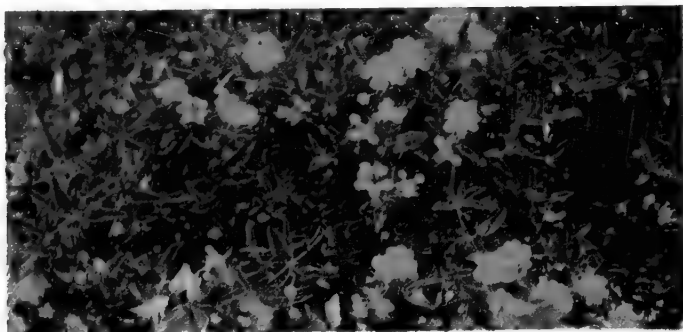
### REMEMBER OUR SERVICE DEPARTMENT!

If it isn't convenient for you to spray your lawn or shrubs, or if you just don't want to be bothered with it—**PHONE AND ASK OUR SERVICE DEPT. TO TAKE CARE OF IT FOR YOU!** We have expert men, and the proper equipment to spray, fertilize, or prune your plants; we also spray trees for removal of moss.

## Questions You've Asked About FLORIDA GARDENING!

- Q. How often should house plants be fertilized?
- A. We recommend that you fertilize them lightly every month to six weeks. This keeps them healthy but does not stimulate weak fast growth.
- \* \* \* \*
- Q. Is your ZING good for African violets and how should it be applied?
- A. ZING is an excellent fertilizer for these because of the natural nitrogen. Dissolve in water and let the plant take it up slowly.
- \* \* \* \*
- Q. We have a new home into which we will move soon, and want to get some grass planted. A friend says we should wait until fall. Is this true?
- A. No, now is an excellent time. Grass grows much faster in the summer and will cover much quicker . . . so plant it—the sooner the better!
- \* \* \* \*
- Q. My gardenia is blooming nicely but the foliage has a black film over it and is very unsightly. Some leaves turn yellow and fall off. What do you recommend?
- A. Probably you have white fly on your gardenia. A couple of good spray applications about ten days apart, using Volck oil and Isotox according to dilution table on bottle, will clean them up.
- \* \* \* \*
- Q. My lawn has a dull gray growth on the leaves—causing them to look unsightly, and to collapse. Can this be corrected?
- A. Although we can not be sure without a look at the lawn, we think you probably have a fungus infestation. Spray your lawn with Orthocide and it will control the fungus. It may take a couple of applications if the infestation is heavy.
- \* \* \* \*
- Q. My Hibiscus foliage seems to be deformed—comes out weirdly shaped and thick. What can be done to correct it?
- A. Although formerly this was considered a virus condition, it now is found to be a Molybdenum deficiency in the soil and can be corrected by using 1 teaspoon Sodium Molybdate to a gallon of water and applying around the plant, as well as over the foliage.

# Grow your own "Pot of Gold"!



Trailing in growth, the countless clusters of bright yellow flowers and the deep forest green foliage make the LANTANA GOLD RUSH a real treasure! Blooms nearly all year! You can have one of these patented plants for only \$1.50!

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG AND OCALA, FLORIDA

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## ROYALTY FOR YOUR GARDEN!

The lush velvety foliage and royal purple bloom—that's the incomparable PRINCESS FLOWER OR TIBOUCHINA SEMIDE-CANDRA. Fast growing and heavy blooming, it makes an attractive large shrub and you'll find it a wonderful addition to your garden—it gives such an aristocratic effect!

The tree type Tibouchina has metallic foliage, and the exotic blooms of the same royal hue are smaller and borne in large terminal spikes.

The Pink Tibouchina (botanically listed as Melastoma) has the metallic foliage and an orchid pink flower—it's a beauty, too!

The Tibouchinas are tropical—so plant yours in a protected place!

Priced at only \$1.50 up



*Everyone is talking about it . . .*

**ZING** For more healthy plants!  
For more attractive foliage!  
For more beautiful blossoms!



A PLANT FOOD FORMULATED BY A FLORIDA FIRM FOR FLORIDA PLANTS  
GROWING IN FLORIDA SOIL AND UNDER FLORIDA CLIMATIC CONDITIONS!

Not just a fertilizer—a complete well balanced plant food!  
Not complete chemical organic—40% of nitrogen content is natural organic!  
Not a flash fertilizer—feeds plants steadily for months!  
Not expensive—it takes less applied less often!

**ZING WILL MAKE YOUR GARDEN GROW!**

In our April 1955 bulletin you will find an application chart and suggested schedule . . . if you follow that program, and water your plants as necessary, we can assure you beautiful, healthy plants! Try it today!

**ZING A & C, ZING T & S, AND ZING LAWN FERTILIZERS—ONLY \$3.95 per hundred!**

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

AUGUST-SEPTEMBER, 1955

NO. 10

## GIVE YOUR GARDEN A "NEW LOOK" EACH SEASON!



You don't wear the same hat all year—so why have your garden look the same? A bit of color here and there makes a lot of difference, so plan your garden with beds or borders where you can use different plants each season to add color, accent and interest.

For example, here's a spot in one of our gardens where Caladiums make an attractive show all thru the summer and into the early fall. When the Caladiums die back, then Petunias, Geraniums or dwarf Azaleas add much color. In the spring, there's flaming red salvia, or delicate Cuphea, or Zinnias to bloom all summer!

With all the shrubs, bulbs, annuals and perennials that are available, such a bed can give you an ever-changing and beautiful picture all year long!

## IF YOU WANT TO LANDSCAPE YOUR HOME, REMEMBER:

Expensive plantings don't always make a beautiful garden. In landscaping, it's not always what you use, but how you use it! Just because you like a plant you can't always use it, for it may not give the effect you want. Landscaping is like painting a picture, and you must remember that you will want not only trees for shade, but trees for color also; that you will need low growing shrubs for foundation plantings and borders, and taller, more dense shrubs for backgrounds and screening. In all your selection you must remember that color is important, and you want color all year, not just for a few months per year!

Your Landscape Nurseryman can give you the professional help you need. He will inspect your property, confer with you on your interests and tastes and develop a plan which will show you exactly where every tree, shrub or vine is to go. Whether you do the planting a little each month as your pocketbook dictates, or the whole planting at one time, you will be assured of a planting that is attractive, colorful, and easy to maintain.

Before recommending a plant, the designer takes these questions into consideration:

1. What color and texture will this plant have at each season of the year?
2. What shape and size will it have when mature?
3. What type of soil does it require? Acid or alkaline? Moist or dry?
4. What light does it need? Full sun, partial shade, deep shade?
5. Will it be hardy in your climate, surviving winter cold and summer heat?
6. What pests and diseases afflict it?
7. How much care will it demand?

FLORIDA NURSERY HAS A STAFF OF GRADUATE LANDSCAPE ARCHITECTS WHO KNOW FLORIDA PLANTS, CLIMATIC CONDITIONS AND SOILS. IF YOU HAVE PROBLEMS OR NEED ADVICE ON ANY HORTICULTURAL SUBJECT, JUST TELEPHONE OUR OFFICE OR STOP BY TO SEE US.

PLAN AND PLANT TO HAVE COLOR ALL YEAR!

If you are a year-round resident of Florida, you'll want to include a variety of plants in your planting so you'll have some color all year; if, as many of you do, you want all the color the few month you're here, you can plan for that. This list will give you some of the more popular items to help you work toward more color.

Items marked with an asterisk (\*) are practically ever-blooming.

		SPRING		
Botanical Name	Common Name	Color	Height	
Albizzia Julibrissin	Mimosa	Pink	Tree	
Azalea Indica and Kurume	Azalea	Variety	Low and Med.	
Bauhinia	Orchid Tree	Variety	Tree	
*Beloperone	Shrimp Plant	Reddish Bronze	Med.	
*Bougainvillea	Bougainvillea	Variety	Bush-Vine	
Calliandra	Powder Puff	Red and White	High	
Camellia Japonica	Camellia	Variety	Med.-High	
Cercis Canadensis	Redbud - Judas Tree	Rosy Pink	Tree	
Cornus Florida	Dogwood Tree	White	Tree	
Crape Myrtle	Crape Myrtle	Pink, Rose and White	High-Tree	
*Duranta Plumieri	Golden Dew Drop	Lavender	High	
Eriobotrya Japonica	Loquat	Tan-White	Tree	
Euphorbia Splendens	Crown of Thorns	Red	Low	
Feijoa Sellowiana	Pineapple Guava	Red	Med.-High	
Gardenia	Cape Jasmine	White	Med.	
Grevillea Robusta	Silk Oak	Orange	Tree	
Hemerocallis	Day Lily	Variety	Low	
*Hibiscus	Hibiscus	Variety	Med.-High	
Hydrangea	Hydrangea	Variety	Low-Med.	
Jacaranda Acutifolia	Jacaranda	Blue	Tree	
Jasmine—Several Varieties	Jasmine	White	Low-Med.	
Koeleruteria Formosana	Golden Rain	Yellow	Tree	
*Lantana Delicatissima	Weeping Lantana	Lavender	Low	
Magnolia Soulangeana	Oriental Magnolia	Pink, White and Purple	Med.-High	
Nerium Oleander	Oleander	Variety	High	
Portinsonia Aculeata	Jerusalem Thorn	Yellow	Tree	
Phaius Grandiflora	Nun's Lily Orchid	Brown-White	Low	
*Plumbago Capensis	Plumbago	Blue, White	Med.	
Rhyncospermum	Confederate Jasmine	White	Vine	
*Roses	Roses	Variety	Low	
Senecio Confusus	Mexican Flame Vine	Orange	Vine	
Stokesia	Stoke's Aster	Blue	Low	
Tabernaemontana	Crepe Jasmine	White	Med.	
		SUMMER		
Agapanthus Lily	Blue Lily of The Nile	Blue	Low	
Albizzia Julibrissin	Mimosa	Pink	Tree	
Allamanda	Allamanda	Yellow	Med.	
*Beloperone	Shrimp Plant	Reddish Bronze	Med.	
*Bougainvillea	Bougainvillea	Variety	Bush-Vine	
Callistemon	Bottle Brush	Red	Tree	
Carissa Grandiflora	Carissa	White	Low and Med.	
Clerodendron Speciosa	Clerodendron	Red	Med.-High	
Crape Myrtle	Crêpe Myrtle	Pink, Rose and White	High-Tree	
*Duranta Plumieri	Golden Dew Drop	Lavender	High	
Euphorbia Splendens	Crown of Thorns	Red	Low	
Gardenia	Cape Jasmine	White	Med.	
Hemerocallis	Day Lily	Variety	Low	
*Hibiscus	Hibiscus	Variety	Med.-High	
Holmskioldia Sanguinea	Chinese Hat Flower	Brownish Red	Med.-High	
Ixora	Flame of the Woods	Red and Yellow	Low-Med.	
Jasmine—Several Varieties	Jasmine	White	Low-Med.	
*Lantana Delicatissima	Weeping Lantana	Lavender, Yellow	Low	
Liriope	Lily Turf	Blue	Low	
Magnolia Grandiflora	Magnolia	White	Tree	
Melaleuca Loucadendra	Punk Tree	White	Tree	
Parkinsonia Aculeata	Jerusalem Thorn	Yellow	Tree	
Peltephorum Inerme	Yellow Jacaranda	Yellow	Tree	
*Plumbago Capensis	Plumbago	Blue, White	Med.	
Rhyncospermum	Confederate Jasmine	White	Vine	
*Roses	Roses	Variety	Low	
Senecio Confusus	Mexican Flame Vine	Orange	Vine	
Stenolobium Stans	Yellow Elder	Yellow	Tall	
Stokesia	Stokes Aster	Blue	Low	
Tabernaemontana	Crape Jasmine	White	Med.	
Thryallis Glauca	Thryallis	Yellow	Med.	
Tibouchina Granulosa	Glory Flower	Blue	High	
Melastoma Spp.	Pink Tibouchina	Orchid Pink	Med.	
		FALL		
Allamanda	Allamanda	Yellow	Med.	
*Beloperone	Shrimp Plant	Reddish Bronze	Med.	
Camellia Sasanqua	C. Sasanqua	Variety	Med.-High	
Cassia	Cassia	Yellow	Bush and Tree	
*Duranta Plumieri	Golden Dew Drop	Yellow Berry	High	
*Hibiscus	Hibiscus	Variety	Med.-High	
Holmskioldia Sanguinea	Chinese Hat Flower	Brownish Red	Med.-High	
Ilex	Hollies	Red Berry	Bush and Tree	
Ixora	Flome of the Woods	Red and Yellow	Low-Med.	
*Lantana Delicatissima	Weeping Lantana	Lavender, Yellow	Low	
*Plumbago Capensis	Plumbago	Blue, White	Med.	
Pyracantha Formosana	Fire Thorn	Red Berry	High	
*Roses	Roses	Variety	Low	
Schinus Terbinthifolia	Brazilian Pepper	Red Berry	Bush-Tree	
Thryallis Glauca	Thryallis	Yellow	Med.	
Tibouchina Semidecandra	Princess Flower	Purple	Med.-High	
		WINTER		
Ardissia	Christmas Berry	Red Berry	Low-Med.	
Azaleas—Indica and Kurume	Azaleas	Variety	Low and Med.	
Barleria Cristata		Blue	Med.	
Bignonia Venusta	Flame Vine	Orange-Red	Vine	
*Bougainvillea	Bougainvillea	Variety	Bush-Vine	
Calliandra	Powder Puff	Red and White	High	
Camellia Japonica	Camellia	Variety	Med.-High	
Clivia Miniata	Clivia	Salmon and Red	Low	
Daedalacanthus Nervousus	Blue Sage	Blue	Med.	
*Duranta Plumieri	Golden Dew Drop	Yellow Berry	High	
Ilex	Holly	Red Berry	Bush and Tree	
Phaius Grandiflora	Nun's Lily Orchid	Brown-White	Low	
Poinsettia	Poinsettia	Red, Pink, White	High	
Pyracantha Formosana	Fire Thorn	Red Berry	High	
*Roses	Roses	Variety	Low	
Schinus Terbinthifolia	Brazilian Pepper	Red Berry	Bush-Tree	

## FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.  
Phone 158  
LEESBURG

FLORIDA

S. Orange Ave.  
Ph. Ma-28345  
OCALA



OPEN DAILY 8:30 TO 5:30

CLOSED SUNDAY

"MILLIONS OF PLANTS"



### SEPTEMBER IS THE MONTH TO DO ALL YOUR GARDEN CLEAN-UP CHORES:

1. Do all necessary pruning to get your plants in shape.
2. Fertilize all plants lightly to get them in condition to look their best. Don't just use fertilizer, use ZING!
3. Feed your lawn—ZING, of course!
4. Spray for general cleanup of all pests so you'll have no carry-overs from one season to another.
5. Add any necessary plants to your landscaping to fill in bare spots or add new color.
6. Plan for annual beds to fill with blooming annuals for cutting and for color.
7. Prune your rose bushes severely, and fertilize and water them heavily. This will cause new growth and bloom in abundance.
8. Be sure to water as needed. This is an important time for your plants . . . the end of the growing season . . . so any care will repay dividends in beauty.

REMEMBER, ONLY GOD CAN MAKE A PLANT, WHICH IS A LIVING THING AND SHOULD BE TREATED ACCORDINGLY. UNLIKE MOST LIVING THINGS, IT HAS NO WAY TO MAKE ITS NEEDS KNOWN OTHER THAN ITS APPEARANCE, WHICH WILL REFLECT THE KIND OF TREATMENT IT RECEIVES FROM ITS GUARDIAN . . . YOU!

### VISITORS CORDIALLY INVITED!

Our Leesburg gardens, as well as those in Ocala, are always open to visitors. Come and browse around and enjoy the many plants in bloom . . . take pictures, and make notes. The Patio at the Leesburg office is available for group picnics for garden clubs or other groups interested in plants. We'll arrange a tour if you want. Be sure to make reservation if you want to use the Patio, as we have to keep the schedule straight and many days are already taken.

Our sales yard is open from 7:30 to 5:50 Monday thru Saturday. We do not sell on Sunday, but visitors are always welcome.

## Questions You've Asked About FLORIDA GARDENING!

- Q. Can Hibiscus be cut back during the late summer?
- A. Yes. If the plants get too large for the space, cut them back sharply and give them a light application of fertilizer. They will come back quickly.
- \* \* \* \*
- Q. What is a good everbearing lemon?
- A. The Myer lemon is one of the best everbearing lemons. You usually have bloom, bud and fruit all year long under proper conditions. It is a good quality fruit.
- \* \* \* \*
- Q. Can Gladioli be planted now?
- A. No, it is too hot for glads to do well at this time of year. You may begin planting again in late September.
- \* \* \* \*
- Q. My lawn is looking terrible—has brown spots, and some of the grass is spotted brown. What can I use to correct it?
- A. It probably is a fungus infection, and you should spray with Orthocide 50 or some other good fungicide at once.
- \* \* \* \*
- Q. Last year, I planted some brilliantly hued crotons; this year all the leaves are dark. What is wrong?
- A. You probably have not fertilized the crotons sufficiently to cause new growth. The brightly colored foliage is new, growing darker as it ages.
- \* \* \* \*
- Q. My Gloriosa or Climbing Lily has come up, but is not growing. What do you suppose is wrong?
- A. It might be two things—you may have planted it too deeply, or it may need more fertilizer to encourage growth. If you'll fertilize it every month you'll see it grow much more rapidly.
- \* \* \* \*
- Q. My Azalea foliage is quite yellow, and although I have fertilized them twice this year and have used some iron, they still are yellow. Is there anything, I can do to help?
- A. The problem is probably in the lack of acidity in the soil; since Azaleas require an acid soil, you should always plant them with peat, and use a regular Azalea fertilizer which helps keep up the acidity. In case of extreme yellowness when fertilizer does not help, the alkalinity of the soil has tied up the nutrients and the plant is not getting any food. Perhaps the best method would be to lift the Azaleas and prepare the soil with peat and replant them. A spray applied to the foliage using Chelated Iron will help to clear up the condition more rapidly.



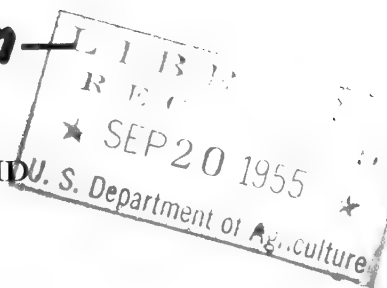
# Here's A "Must" For Your Garden—



## ALLAMANDA BROWN BUD HYBRID

Beautiful bright golden blossoms—  
Rich brown coloring on outside of buds—  
Attractive shining green foliage—  
May be kept as a shrub or trained as vine—  
Practically disease-free—

See it—Try it  
You'll love it!  
\$1.50 up



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LEESBURG AND OCALA, FLORIDA

FORM 3547 REQUESTED

For Bloom—For Beauty—For Incomparable Color—

## HIBISCUS ARE TOPS IN FLORIDA GARDENS!

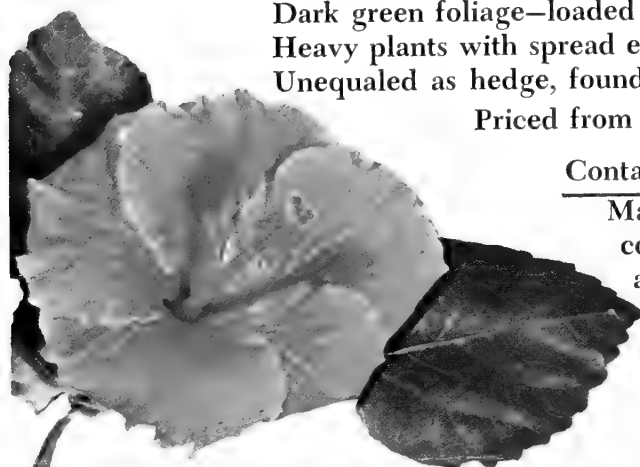
FLORIDA NURSERY OFFERS CHOICE STOCK IN BOTH FIELD GROWN  
AND CONTAINER GROWN HIBISCUS PLANTS IN A WIDE RANGE OF  
COLORS, IN BOTH SINGLE AND DOUBLE VARIETIES!

### Field Grown Balled and Burlapped plants:

Dark green foliage—loaded with buds!  
Heavy plants with spread equal to height!  
Unequaled as hedge, foundation or specimen!  
Priced from \$2.00 up

### Container Grown Hibiscus:

Many varieties—good  
color range; singles  
and doubles from  
only 75c up!



**DON'T FORGET WE'RE READY TO SERVE YOU . . .**

WITH

## ≡ ZING ≡

The fertilizer designed for Florida plants growing in  
Florida soils under Florida Climatic conditions! 26  
years of experience has gone into this formula—we use  
it ourselves!

ONLY \$3.95 per hundred

## CALIFORNIA REDWOOD

By Thunderbird

PREFAB FENCES IN FOUR STYLES  
ATTRACTIVE TUBS IN SEVERAL SIZES  
COASTERS WITH CASTERS AND DRIP PAN  
WINDOW BOXES—TRELLIS—ORCHID BASKETS  
call or write for prices

## INSECTICIDES AND FUNGICIDES

Keep your plants healthy by cleaning them of any  
insects before they get too prolific. If you don't know  
what you need, bring in a specimen twig and we'll  
identify the trouble and recommend a cure.

## OUR SERVICE DEPARTMENT

Is for your convenience. If you'd rather not be  
bothered with spraying, or pruning or applying fer-  
tilizer, our expert and experienced crew will do this for  
you, and at a very nominal charge.

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

OCTOBER, 1955

NO. 11

## SELF HEADING PHILODENDRONS HAVE DUAL PERSONALITY!



VERY TROPICAL IN THEIR APPEARANCE, YET HARDY TO CLIMATIC CONDITIONS IN FLORIDA! "Self heading" Philodendron means that it spreads from a central head and makes a shrub, rather than a vine as many do. This beautiful tropical plant has withstood temperatures down to 18 degrees without damage!

There are many varieties of selfheading Philodendron — Selloum, McNeillianum, Fosterianum, Species No. 1, Bipinnatifidum, and others. Their foliages vary from pale green to deep olive and are variable from solid to very deeply cut segments.

Wonderful for foundation plantings, patio plant, or indoor or outdoor planter boxes! It's easy to grow, too!

## OTHER TROPICAL FOLIAGE PLANTS

**ARALIA ELEGANTISSIMA.** New tropical beauty with narrow foliage of an unusual reddish maroon color when young and having large palmate leaves when mature. \$1.00 up.

**AGAPANTHUS.** Blue Lily of the Nile. Strap type foliage and tall flower spiked with umbels of lovely blue flowers in the spring. \$2.00 up.

**CLIVIA.** Lush green strap foliage and umbels of bright blossoms ranging from soft salmon pink to deep orange red. Spring bloomer. \$3.50 and up.

### DRACENA:

Mme. Eugene Andre. Bright maroon foliage. \$1.00 and up.

Warnecki. Green with narrow white stripe along the leaf blade. \$1.50 up.

Massangeana. Broad yellow center stripe in dark green leaf. \$2.50 up.

Marginata. Narrow shiny dark green foliage with maroon edge. \$1.50 and up.

Godseffiana. Small leathery deep-green leaves spotted with white. Slender stems. 50c and up.

Virens. Shining green foliage. Slender growth. Very attractive. \$1.50 up.

**CROTONS.** Many beautiful varieties ranging in shades from creamy white thru deep bright pinks to deep maroon. Many green and bronze variations, and many forms and shapes of foliages. Wonderful for pots, patio, or planter box use. 75c up.

### DIEFFENBACHIA.

Amoena. Large leathery shining green leaves spotted with white. \$2.00 ea.

Roerhsi. Leaf blade almost entirely yellow, with green border and blotches of ivory. \$1.00 and up.

**FATSHEDERA.** (Fatsia-Ivy hybrid). Upright growing semi-vine with large ivy shaped leaves of waxy texture. \$1.00 up.

**FICUS ELASTICA.** Broad leaf rubber plant; dark green foliage. \$1.00 and up.

**FICUS DOESCHERI.** Broad gray green foliage with creamy variegations. \$1.50 up.

**FICUS PANDURATA.** Fiddle Leaf rubber plant with mammoth foliage shaped like fiddle. Excellent for interior use. \$3.50 up.

**NOEREGELIA SPECTABILIS.** (Fingernail plant). Elegantly shaped plant with metallic green leaves with reverse maroon with symmetrical gray crossbands. Red fingernail tips. \$2.50 up.

### ORCHIDS.

Cattleyas, various varieties. \$5.00 up.

Vandas, strap leaf, \$12.50 up.

Vandas, terete type leaf, \$2.50 up.

Epidendrums, many species including hybrids, \$1.50 up.

**PHAIUS GRANDIFOLIUS.** Nun's Lily Orchid. Terrestrial or earth growing orchid producing heavy spikes of beautiful blossoms. Warm brown petals flecked with silver and magenta, and a purple lip margined with yellowish brown. Very easy to grow. Blooming size, \$3.50 and up.

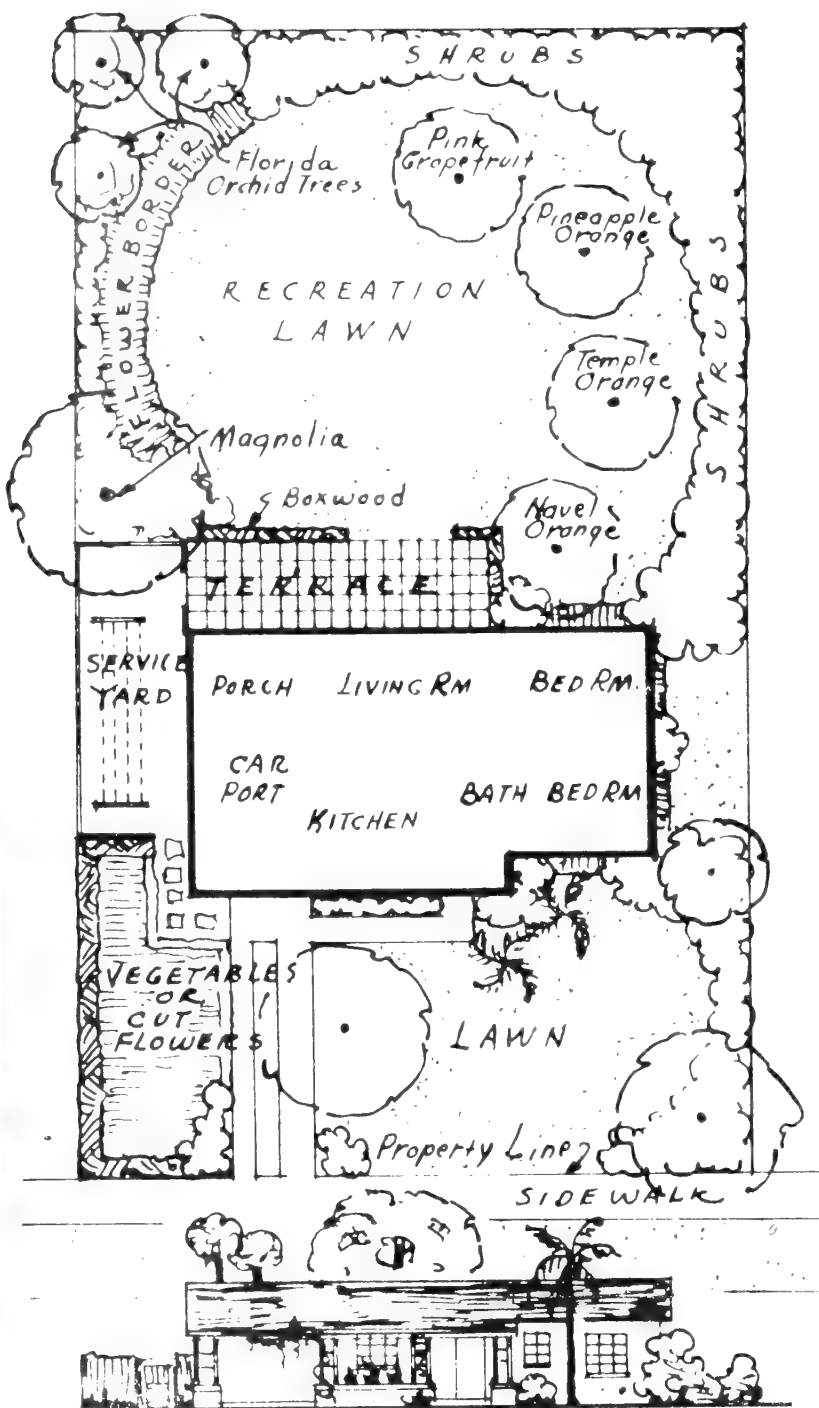
**SPATHIPHYLLUM.** Long narrow shining green foliage, growing from center roots. Spathe and spadix white, resembling small calla lily bloom. Flowers last for weeks. \$1.50 and up.

**SCHEFFLERA.** Australian Umbrella Tree. Large digitate glossy leaves with six to eight leaflets. Very attractive foliage plant for tub, planter or patio use. When mature produces terminal spike of maroon flowers. \$1.50 and up.

**NEANTHE BELLA PALM.** Slender dwarf growing palm with attractive foliage. Colorful seed pods add to beauty. 50c and up.

**STRELITZIA REGINAE.** Beautiful Bird of Paradise with the gorgeous bright blue and orange blossoms resembling bird in flight. \$3.50 and \$5.00 sizes.

# PLANNING MAKES YOUR DREAMS COME TRUE!



Perhaps, like thousands of other folks, you have just moved into a new house. Before the house was built, a bulldozer came in and took out all the trees and native shrubs — and now your new home stands alone without shade or shrubbery for softening beyond the minimum which the builder had to put in for you.

No — it's not like the home of which you've dreamed . . . for that dream home had beautiful shade trees, and trees for color; it had shrubs for flowers, and hedges and borders for privacy. Perhaps it had a pool and a terrace.

**DON'T GIVE UP YOUR DREAMS . . .** for they can come true. If you can't plant all at once then plan a program of a period of years. Here are a few **DON'TS** you'll need to remember:

**DON'T** act hastily and unwisely. Sit down and think of what you'll want your home to look like later and make plans.

**DON'T** stick in everything your well-meaning friends and neighbors give you.

**DON'T** plant haphazardly. If you do you will have a lot of transplanting to do.

**STOP — THINK — PLAN!**

In landscaping, it's not what you use, but how you use it. So decide what you'd like to have, and make your plans.

Plant your trees and larger shrubs first . . . then fill in with other material.

**PLANS ARE IMPORTANT.** With a plan you put everything in the right spot. Your landscape architect takes into consideration how the plants grow and recommends the material to give you the best effect.

**PLANS ARE NOT EXPENSIVE.** Our graduate landscape architects are available to help you with the general layout and working plan. He'll provide you an estimate, so you'll know just what the completed job will cost. If you can't do it all at once, he can help you get in the more important plants first.

If you'd like a copy of the leaflet "Landscaping a New Home," which is a reprint from *Changing Times*, the Kiplinger magazine, send us a self-addressed stamped envelope.

Our graduate landscape architects are available for consultation. Telephone our office or write for an appointment.

## HERE ARE SOME OF THE OTHER GARDEN NEEDS OFFERED BY FLORIDA NURSERY:

**ZING.** The fertilizer designed for Florida plants growing in Florida soils under Florida climatic conditions. Our own formula . . . \$3.95 per hundred.

**CALIFORNIA REDWOOD BY THUNDERBIRD.** Permanent fences, gates, window boxes, trellis. Orchid baskets, Tubs, coasters, etc. Stop by and see these — you'll like them.

**INSECTICIDES AND FUNGICIDES.** Keep your plants healthy. Complete line of Ortho products to help you. If you don't know what you need, bring in a specimen twig and we'll identify the pest and recommend a control.

**CUSTOM SPRAYING, PRUNING, FERTILIZING.** Our experienced men will take care of your grounds on a one time basis, or a year round contract.

**OZALID PRINTS.** Prompt and efficient services on reproduction of blueprints, etc.


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**FLORIDA**



OPEN DAILY 8:30 TO 5:30  
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**"MILLIONS OF PLANTS"**

## FLOWERING SHRUBS FOR FALL!

**HOLMSKIOLDIA SANGUINEA.** Commonly called Chinese Hat Plant, Mandarin's Hat or Cup-and-Saucer Plant. Clusters of tubular curved red flowers with brick-red widely flaring calyx at the base; borne in abundance along the willowy foliage of pleasing green. Priced \$1.00 and up.

**THRYALLIS GLAUCA.** Favorite shrub that blooms eight to ten months in the year. Light green foliage all summer, with a bronze foliage in the winter. 75c up.

**ALLAMANDA BROWN BUD HYBRID.** Shining green foliage which may be trimmed as shrub or trained into vine. Heavy blooming. Flowers bright gold with rich brown coloring on outside of buds. \$1.50 up.

**CALLIANDRA.** Attractive red powderpuff blossoms borne in abundance thru fall, winter and spring. Foliage is shining green and pinnate. Very showy. 49c up.

**CAMELLIA SASANQUA.** Small shining green foliage, with single, semi-double or double flowers ranging from pure white to cherry red. Heavy blooming — now in bud and bloom. 50c and up.

**BRAZILIAN PEPPER.** *Schinus terebinthifolius*. Deep green foliage and bright red berries along slender branches. Wonderful for holiday decorations. \$1.25 and up.

**PYRACANTHA FORMOSANA.** Fire Thorn. Bright red berries in large clusters borne in profusion. Small foliage of dark green. Colorful many months of the year. \$2.00 and up.

**CASSIA.** A shrub or small tree with pinnate foliage and terminal clusters of bright yellow flowers. \$2.00 up.

**GOLDEN RAIN TREE.** *Koelreuteria paniculata*. Small tree with pinnate foliage of light green. Bears heavy terminal spikes of golden flowers in fall, followed by rosy brick red bracts that last for months. \$2.50 up.

**ARDISIA CRENULATA.** Christmas Berry. Shining dark green foliage and bright red berries that last for months! Attractive either for pot use or for growing in shaded location outside. \$1.00 and up.

**AZALEAS.** Many varieties — some already coming into bloom. 25c and up.

**LOUIS PHILLIPPE ROSES.** Florida Rose. Everblooming. Wonderful for hedges, borders, or specimen. \$2.00 up.

## Questions You've Asked About FLORIDA GARDENING!

Q. Is October too late to apply fertilizer to Azaleas?

A. Yes, we do not recommend any fertilizer being applied to Azaleas later than September. Any growth stimulated later is subject to frost damage, and also cuts down on the number of bloom for the season. Azaleas should be fertilized heavily in April just after blooming, and again in June. Since they set their bloom during August and September, it is better not to stimulate growth then.

\* \* \* \*

Q. When should roses be planted for best results in Florida?

A. Roses should be planted during the period from Nov. 15th to Feb. 15th, or while they are dormant.

\* \* \* \*

Q. What fertilizer do you recommend for house plants, and how often should they be fed?

A. Potted plants have limited soil supply and root spread, so they should be fertilized at least once each month. ORTHO-GRO is one of the best natural organic liquid fertilizers for potted plants.

\* \* \* \*

Q. Can Azaleas be transplanted while they are in bloom?

A. Yes. Azaleas have a shallow root system and can be easily moved without damage to bloom if plenty of water is given until they are well established. This makes it possible for you to buy your plants while they are in bloom and select your colors. Azaleas are moved all during the year, however.

\* \* \* \*

Q. Should Hibiscus be banked before cold weather in Central Florida?

A. We do recommend that grafted plants be banked to a point above the graft so that if the top is killed you will not lose the entire graft.

It is advisable to bank all varieties should we get forecast of extreme cold in our area.

\* \* \* \*

Q. When the weather reports are given and temperatures quoted, it seems that we often get colder temperatures than are forecast for the Orlando district. Do they consistently make errors in the forecasting?

A. No; even tho they make errors occasionally, if you will check our state weather districts, you will find that the Gainesville district extends down into Lake County toward Fruitland Park. This puts us in a variable position — even tho we may be in the Orlando area, on certain wind flows we get temperatures comparable to those in Gainesville district.

\* \* \* \*

Q. How much cold can a Philodendron selloum stand?

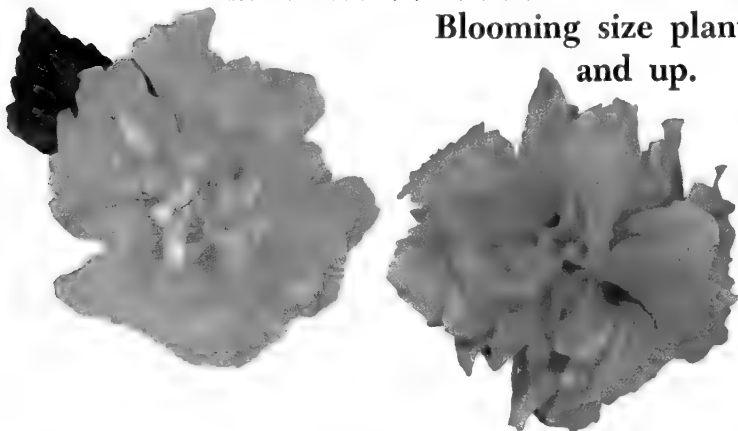
A. We have known of Philodendron Selloum to come thru 18 degrees temperature without damage. Of course this may vary with the hardness or tenderness of the wood, etc. New plants would be less hardy than old.

# Color Magic For Every Garden—

FREE-BLOOMING . . . . .  
BRILLIANT COLORS . . . . .  
EASILY GROWN . . . . .  
INEXPENSIVE . . . . .

## HIBISCUS!

Blooming size plants, 75c  
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## ORCHIDS BY THE HUNDREDS!

Spectacular EPIDENDRUM provides you with plenty of Orchids all year 'round with proper care. Illustrated here is EPIDENDRUM RADICANS, which is a brilliant orange-red, and there are many hybrids in various shades of pink, fuschia, orange, lavender, yellow and deep red! The Epidendrum is known as a "reed stem" because the stem is as thin as a reed, with almost round leaves from top to bottom, with some branches and some aerial roots.

Altho the individual flowers are only  $\frac{3}{4}$  to 1 inch across, they are borne in large terminal clusters which are very showy. In Central Florida they are often used out-of-doors, as specimens, in planter boxes, hanging baskets, or in beds. They grow, when supported by stakes, to a height of 4-5 feet, but start flowering when about a foot high.

Epidendrums want plenty of light and air and should be watered twice a week during the summer and once a week during the winter months.

Try these, only \$1.50 up.



## PLANT CITRUS TODAY -- PICK FRUIT TOMORROW!



You don't have to wait years for fruit from your own trees if you plant container-grown trees from FLORIDA NURSERY! Many of our trees have fruit on them now — enjoy them from the very time you plant them!

For fruit the year 'round, you want to select a well-rounded cross-section of varieties; you'll want early, midseason and late ripening varieties of Oranges and Grapefruit, as well as summer-ripening varieties; then you'll want ever-bearing lemons and limes, and the Calamondins, Kumquats, and other novelty citrus. Our salesmen will be glad to help you select just the right trees to meet your citrus needs, and give you any desired information as to care, etc.

Bearing Trees, only \$4.00 and up.



# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. II

NOVEMBER, 1955

NO. 12

## USE CAMELLIA SASANQUAS FOR FALL COLOR!



EARLY FALL BLOOMER—  
PRODUCE PROFUSION OF BLOSSOMS—  
EVERGREEN FOLIAGE LOVELY ALL YEAR—  
HARDY. CAN WITHSTAND LOW TEMPERATURES—  
NATURALLY DISEASE RESISTANT—

One of the finest shrubs for Florida gardens, CAMELLIA SASANQUAS require little special care, yet reward you handsomely. They are rapid growers and are much hardier than the Camellia japonica, and yet bloom much earlier and more profusely.

CAMELLIA SASANQUAS are evergreen. The pleasing shape and habit of growth, along with the rich, luxurious, dark green foliage, makes them useful as either specimen or as part of the shrubbery border. Often they are used for flowering hedges, for tubbed specimen, and for espaliers along walls.

THE CAMELLIA SASANQUAS are quite different; some varieties grow open branched and spreading, while others are upright and compact. The flowers also vary in color and formation, and you can choose a variety to fit your need. The flowers are from two to three inches across, fragrant and lovely.

These shrubs are particularly suited for landscape use.

### Cultural notes

In planting Camellia Sasanquas, prepare the hole twice the size and depth of the ball of the plant. Mix 50% pulverized peat with the topsoil, and water in well when planting to prevent any air pockets. Either a special Camellia fertilizer such as ZING, or some cottonseedmeal or bonemeal may be added to the planting mix. After planting, mulch with oak leaves or pine straw to prevent drying out. Water as needed.

Once the plant is established, you will want to fertilize it two to three times each year, using our ZING Azalea and Camellia special, according to our recommendation. Camellia Sasanquas require very little pruning . . . you can trim them as needed to fit their location. They are very seldom bothered with any insect pests, but if necessary, they may be sprayed with Orthol Garden Spray.

### CAMELLIA SASANQUA MINE-NO-YUKI

This variety is commonly called "Snow on the Mountain" because it is a profuse bloomer and when in full bloom it looks like a mountain peak white with snow. The large double white flowers are fragrant, and open to show yellow stamen. This is an open growing variety, ideal for training on a fence or wall, or for use in a shrubbery border. It may also be grown as a specimen.

### CAMELLIA SASANQUA CLEOPATRA

A semi-double peony form of flower in a lovely rose pink shade. This is a very compact grower and is excellent for screen planting, hedge, or as individual specimen.

### CAMELLIA SASANQUA SETSUGEKKA

One of the most attractive and dainty flowers. Semi-double and fragrant, Setsugekka is pure white with a pink tint along the edge of the slightly ruffled petals. The plant is erect and compact, with dark green handsome foliage.

**FLORIDA NURSERY OFFERS MANY SIZES OF  
CAMELLIA SASANQUAS FROM \$1.00 UP**

# Flowering TREES and SHRUBS



THESE SHRUBS AND TREES  
FLOWER IN THE FALL—AND  
ADD PLENTY OF COLOR TO  
THE LANDSCAPE! YOU'LL  
NEED SOME OF THEM . . . . .

**ALLAMANDA Brown Bud Hybrid:** Bright gold flowers with rich brown cast on back. Attractive foliage; good grower. 50c up

**CAMELLIA SASANQUA.** Now in heavy bud and bloom and a nice range of colors. Single and semi-double flowers; shining dark green foliage. 50c and up

**CASSIA.** May be used as small tree or shrub—bright yellow flowers and light green leaves. \$2.50 up for budded plants.

**CROTONS.** Kaleidoscopic color in a wide range of bright fall colors. Wonderful for fall arrangements, and for bright spots in your landscaping. 75c and up.

**DURANTA PLUMIERI.** Golden Dewdrop. Pale lavender-lilac flowers followed by golden berries that stay on all winter. Hardy. \$1.00 up.

**ILEX Opaca E. Palatka.** Attractive holly with abundance of bright red berries. \$3.50 up.

**IXORA Coccinea.** Flame of the Woods. Bright orange red flowers in abundance. Plant very attractive, and easily grown. Blooms nearly all year. 50c up.

**LANTANA delicatissima.** Lavender creeping shrub with abundance of beautiful flowers all year. \$1.50 up.

**LANTANA Gold Rush.** The new patented yellow trailing lantana that is so attractive for low beds and ground covers. \$1.50.

**PLUMBAGO capensis.** Attractive low shrub producing hundreds of pale blue flowers in terminal clusters. \$1.50 up.

**PYRACANTHA FORMOSANA.** Firethorn. Bright red berries in abundance on attractive shrub with small foliage. \$1.00 up.

**THRYALLIS GLAUCA.** Shrub that blooms almost all year, producing terminal spikes of small yellow flowers. 75c up.

**ROSES—Louis Phillippe.** The favorite Florida red rose that blooms the year round. Valuable for hedges, shrub borders, etc. \$2.00.

**SCHINUS TEREBINTHIFOLIA.** Brazilian Pepper. Deep green foliage and bright red berries in clusters along the slender branches. Wonderful for holiday decorations. \$1.25 and up.

**PENTAS.** This lovely sub-shrub is a fast grower, and is wonderful for filling in corners where you need a bit of bright color. It comes in a red, scarlet, rose pink, and white. 40c up.

**TECOMA CAPENSIS.** Cape honeysuckle. Dark green foliage and bright orange-red flowers in clusters. Semi-vine which can be kept pruned. \$1.50 and up.

**JASMINE PUBESCENS.** Soft gray-green foliage and white single flowers of fascinating fragrance. Semi-vine, or can be kept trained into shrub. \$2.00 and up.

**KOELREUTERIA.** Golden Rain Tree. Attractive yellow flowers in terminal spikes, followed by red bracts that stay on and remain colorful for months. \$2.50 up.

## TROPICAL PLANTS FOR PATIO OR PLANTER:

Philodendron  
Schefflera  
Dieffenbachia  
Maranta  
Aralia elegantissima  
Orchids  
Bilbergias  
Bromeliads

Tell us what you need  
and we'll recom-  
mend the ideal  
plant for the situa-  
tion!



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Published by

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## Questions You've Asked About FLORIDA GARDENING!

- Q. Can shrubs be pruned in the fall as well as in the spring?
- A. It depends on the shrub. It would not be wise to cut back Azaleas, Camellias, etc. in the fall, as you would cut off all the buds. However, you can trim evergreens, such as Podocarpus, Ligustrum, etc. to keep them in shape.

- Q. What Azaleas would you recommend for planting in a sunny location?

- A. Azalea Formosa or Southern Charm would either do wonderful in full sun. They grow thick enough to help shade their own roots from the sun, and the foliage takes the sun well.

- Q. Would you suggest waiting until spring to plant Pyracantha?

- A. No, if you secure plants from cans you can transplant them at any time of the year. Plants you purchase now will be in full fruit, and you can enjoy the berries all winter.

If you are going to transplant a large plant, we'd suggest waiting until the weather is cooler; you will need to cut the plant back also.

- Q. What is the summer-ripening Orange that is later than the Valencia?

- A. You probably are thinking of the Glen Summer Orange.

- Q. What is the earliest ripening citrus fruit we can grow?

- A. The Satsuma is the earliest ripening citrus . . . however, Parson Browns and Hamlins ripen soon thereafter, and if you prefer a firm orange to the kidglove type, you'll probably want one of those.

- Q. Can Coconut Palms be grown in Central Florida?

- A. We have seen very few Coconut Palms—growing in our area of the state—for they do not stand much cold. Along the coastal areas you occasionally see scattered trees; however, they are at home in the warmer expanse of South Florida along the coasts.

## OUR ROLO SEZ:



### LANDSCAPING IS AN INDIVIDUAL MATTER!

The mass method of production is greatly responsible for the economic success in America. But this system of mass methods does NOT apply when it comes to landscaping your home grounds. There are no two yards exactly alike—perhaps the difference is only a matter of drainage or soil or existing trees, but there are none alike.

Because of the variations, no mass method of landscaping can be the answer. Each and every yard has its own individual requirements which need individual planning. Each family has certain recreational and functional needs which must be planned for also.

Our staff of graduate Landscape Architects is at your service. We are equipped to give your home grounds the individual attention it needs. Let us help you put into effect the principles of good garden planning and the artistic use of plants.

FOR CONSULTATION, CALL FOR AN APPOINTMENT:

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Ocala—Phone Marion 2-8345

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## IT'S CHINESE HAT FLOWER TIME!

Striking and exotic, this unusual shrub is lovely in the garden and wonderful for colorful arrangements! Easy to grow. Holmskioldia is a MUST if you want bloom in profusion in the fall.

ONLY \$2.00 and up

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Here's the newer member of the Calliandra family—

## POWDERPUFFS WITH RAINBOW FOLIAGE!

Charming and unusual variety of Calliandra with new foliage brightly variegated with shades of pink, cream and light green!

The Rainbow Calliandra blooms in the fall and winter—and on into the spring! It produces hundreds of bright red blossoms, yet does not grow as large or as rapidly as the giant red powderpuffs!

Easy to grow, you'll enjoy this bright beauty—for it's colorful all year long. Even when it's not in bloom you'll have the nice foliage in color!

Priced only \$1.25 and up

### OTHER VARIETIES OF POWDERPUFF:

Giant Red—49c and up

White—\$2.00 and up

Pink—\$1.00 each

*Everyone is talking about it . . .*

# ≡ ZING ≡

For more healthy plants!

For more attractive foliage!

For more beautiful blossoms!



A PLANT FOOD FORMULATED BY A FLORIDA FIRM FOR FLORIDA PLANTS GROWING IN FLORIDA SOIL AND UNDER FLORIDA CLIMATIC CONDITIONS!

Not just a fertilizer—a complete well balanced plant food!

Not complete chemical organic—40% of nitrogen content is natural organic!

Not a flash fertilizer—feeds plants steadily for months!

Not expensive—it takes less applied less often!

**ZING WILL MAKE YOUR GARDEN GROW!**

In our April 1955 bulletin you will find an application chart and suggested schedule . . . if you follow that program, and water your plants as necessary, we can assure you beautiful, healthy plants! Try it today!

**ZING A & C, ZING T & S, AND ZING LAWN FERTILIZERS—ONLY \$3.95 per hundred!**







